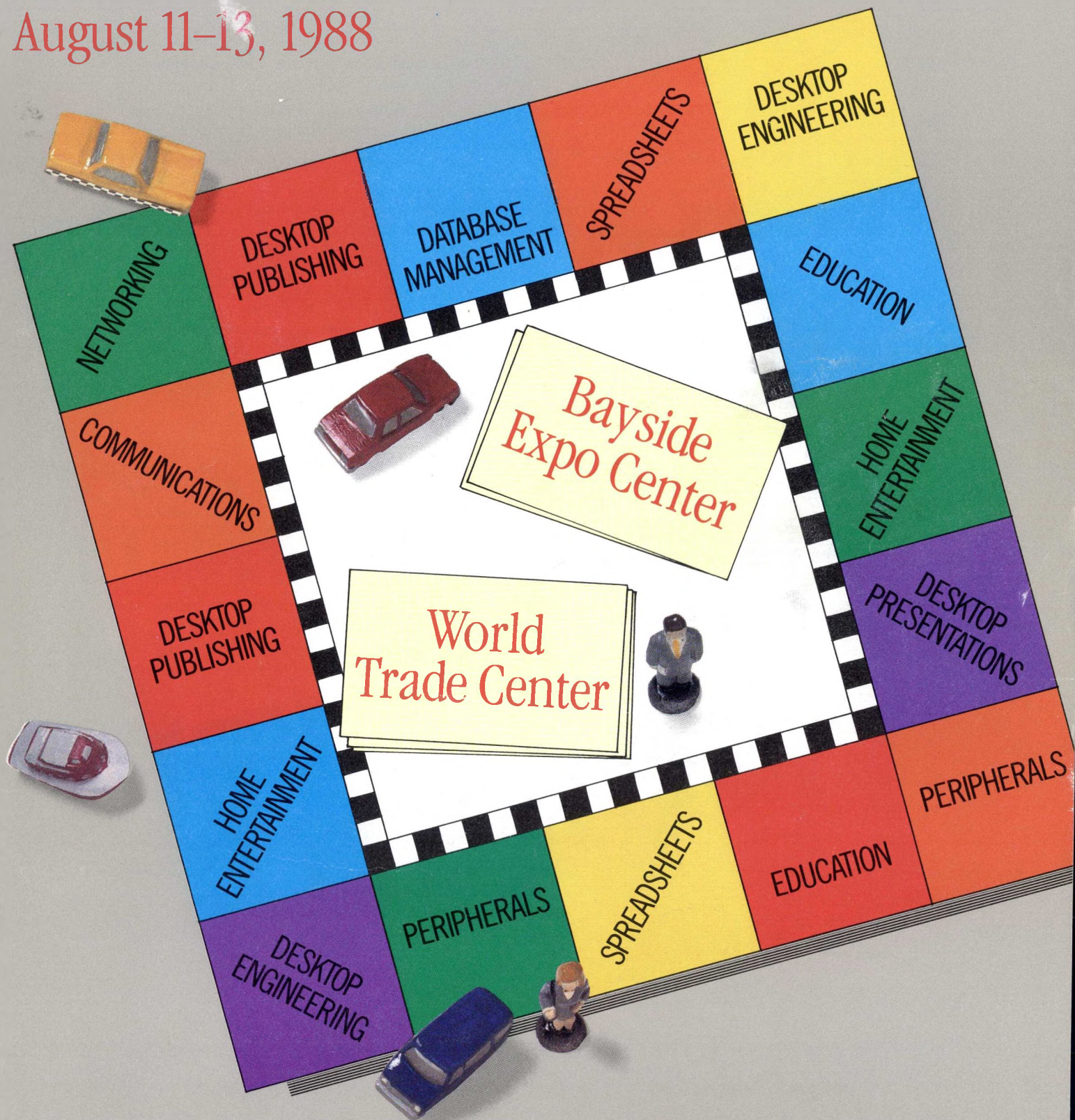


MACWORLD Expo/Boston

Program Guide

August 11-13, 1988



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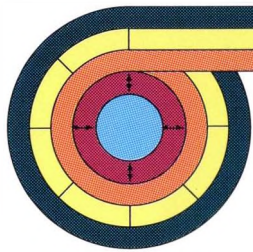
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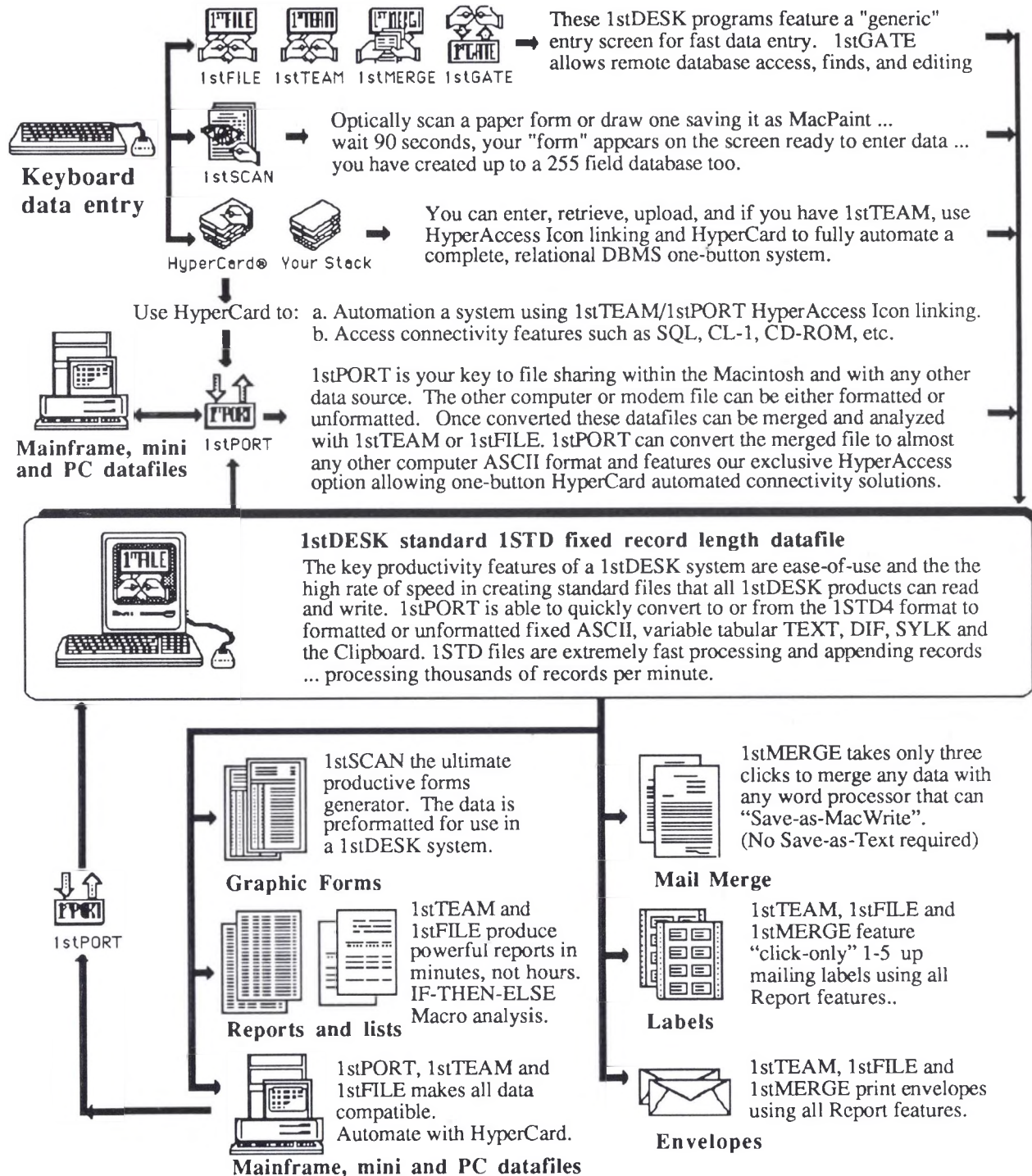
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General Information



Exhibit Hours:

Thursday-Saturday, 11:00 a.m.-6:00 p.m.

Conference Hours:

Thursday-Saturday, 12:00-6:00 p.m.

Drawing for Free Airline Tickets:

Be sure to drop off the long portion of your registration form in the bins in order to be eligible for two free round-trip tickets from American Airlines!

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Don't drive! Take the MACWORLD Expo Express free shuttle to and from downtown hotels and between Bayside Exposition Center and The World Trade Center.

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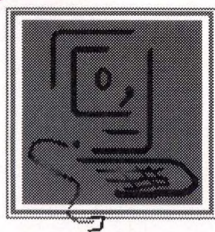
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Welcome

Welcome to **MACWORLD EXPOSITION**. We are very excited to be back in Boston for the fourth year in a row to once again bring you the largest and most successful Macintosh event in the world.

MACWORLD EXPOSITION is proud to present more than 350 companies who will exhibit anything and everything you ever wanted to know about Macintosh. These three days will afford you the opportunity to speak with industry-leading companies who will be exhibiting everything from hardware to software, from peripherals to services, and from publications to accessories.

Combine the **SOLD OUT** exhibit halls with our comprehensive three-day conference program, and you will leave **MACWORLD EXPO** with a wealth of Macintosh-related knowledge which you will not find anywhere else in the world. If it has to do with Macintosh, you will find it at **MACWORLD EXPOSITION**.

We would like to thank our exhibitors, vendors and speakers who have helped make **MACWORLD EXPOSITION** what it is today - simply the best there is.

MACWORLD EXPOSITION and Mitch Hall Associates welcome your participation and look forward to a mutually successful three days.

Sincerely,

A handwritten signature in cursive script that reads "Mitch Hall".

Mitch Hall
President
Mitch Hall Associates

Conference Program Schedules



**Thursday
August 11**

1:00 - 1:50

Bayside Exposition Center

Conference # and Title	Room
5 Getting Started on Your Mac	F
6 MS-DOS/Mac Connection	G
7 Desktop Presentations, Part I	E

World Trade Center

Conference # and Title	Room
8 Getting Started in Desktop Publishing	Harborview
9 What to Expect in CAD	Auditorium
10 Mac Business Survival Guide	Commercial Complex

2:30 - 3:20

13 How to Customize Your Mac	E
14 Outlook for Color Graphics	F
15 The Beginner's Guide to Networking on the Mac	G

16 International Development	Harborview
17 The Mac and MIS	Auditorium
18 Engineering on the Mac	Commercial Complex

4:00 - 4:50

21 Mac-to-Mac Connectivity	F
22 Mac Accounting Software	E
23 New Adventures in Programming	G

24 Beginner's Guide to HyperCard	Auditorium
25 Status Report: Mac Databases	Commercial Complex
26 Desktop Publishing Power Tips	Harborview

5:00 - 5:50

29 Corporate User Roundtable, Part I	G
---	---

30 Macworld Expo User Group Extravaganza (MUSE), Part I	Commercial Complex
--	--------------------

* = repeat session being shown on videotape

Conference Program Schedules



**Friday
August 12**

12:00 - 12:50

Bayside Exposition Center

Conference # and Title **Room**

***35** International Development F

37 Trends in Desktop Publishing E

38 The Mac in Education G

***39** Status Report: Mac Databases F

***45** What to Expect in CAD F

49 Getting Started with Databases G

50 CAD: User Perspectives E

***55** Mac Business Survival Guide F

59 The Future of HyperCard E

60 The Beginner's Guide to Word Processing G

***61** Engineering on the Macintosh F

67 Macworld Expo User Group Extravaganza (MUSE), Part II G

***68** Getting Started in Desktop Publishing F

World Trade Center

Conference # and Title **Room**

***36** Beginner's Guide: Networking Auditorium

40 World of Animation & Graphics Harborview

41 Workgroup Computing Commercial Complex

***42** How to Customize Your Mac Auditorium

***46** Getting Started on Your Mac Auditorium

51 Tips and Tools for Desktop Presentations Harborview

52 The Developer's Tool Kit: Update on MPW and MacApp Commercial Complex

***56** MS-DOS/Mac Connection Auditorium

62 Mac-To-DEC Connectivity Commercial Complex

63 Desktop Presentations, Part II Harborview

***64** Outlook for Color Graphics Auditorium

69 Corporate Roundtable Part II Commercial Complex

***70** Desktop Presentations, Part I Auditorium

2:00 - 2:50

2:30 - 3:20

3:00-3:50

4:00 - 4:50

5:00 - 5:50

* = repeat session being shown on videotape

Conference Program Schedules



Saturday August 13	Bayside Exposition Center		World Trade Center	
	Conference # and Title	Room	Conference # and Title	Room
12:00 - 12:50	*75 Mac-to-DEC Connectivity	F	*77 The Beginner's Guide to Word Processing	Auditorium
	*76 Workgroup Computing	G	*78 Mac Accounting Software	Back Bay
1:00 - 1:50	79 Music on the Mac	E	82 Getting Started: Programming	Commercial Complex
	*80 Desktop Presentation Tips	G	83 Apple vs. Microsoft	Harborview
	*81 The Developer's Tool Kit	F	*84 Getting Started with Databases	Auditorium
2:00 - 2:50	*88 World of Animation & Graphics	F	*85 The Mac in Education	Back Bay
			*89 Mac-to-Mac Connectivity	Auditorium
2:30 - 3:20	94 Getting the Most Out of Databases	G	*90 CAD: User Perspectives	Back Bay
			96 What You Should Know About Macintosh Hardware	Harborview
	95 How It All Began: The Making of the Macintosh	E	97 The Mac in Healthcare	Commercial Complex
3:00 - 3:50	*100 Desktop Publishing Power Tips	F	*101 New Adventures in Programming	Auditorium
4:00 - 4:50	104 Meet the Programmers!	G	107 HyperCard Secrets	Harborview
	105 Emerging Technology Update	E	108 The Mac in the Law Office	Commercial Complex
	*106 Desktop Presentations, Part II	F	*109 Trends in Desktop Publishing	Auditorium
5:00 - 5:50	112 50 Fabulous Business User Tips (in 50 Minutes!)	G	114 Macworld Expo User Group Extravaganza, (MUSE), Part III	Back Bay
	*113 Beginners's Guide to HyperCard	F	*115 The Future of HyperCard	Harborview

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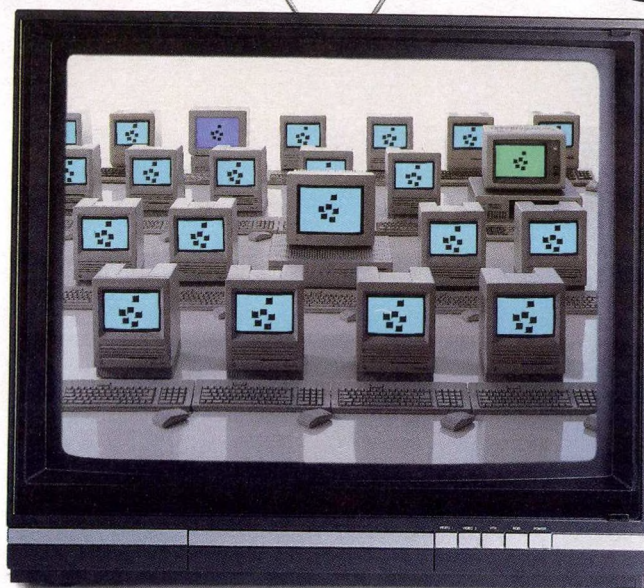
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Conference Program Descriptions

Thursday, August 11

1:00-1:50

Session 5, Room F

BEC

Introductory Workshop:

Getting Started On Your Mac: Expanding Your Horizons

This session will illustrate the many ways in which the Macintosh can be used. The first 15 minutes are geared to the new Macintosh user, explaining the basic concepts concerning the use of the Mac and its "user interface." The next 15 minutes are appropriate for Mac users who might want to move beyond word processing and spreadsheets, demonstrating some of the available software on the Macintosh (graphics, speech, animation, and some surprises). The last 15 minutes will be a treat for all Macintosh enthusiasts, and will feature several great and unusual HyperCard stacks.

(A videotape replay of this session will be shown as Session 46 on Friday, August 12, at 2:00 p.m. in the Auditorium at the World Trade Center.)

Laurie Flynn, Senior Editor, Macintosh, *InfoWorld*, 1060 Marsh Road, Menlo Park, CA 94025 (Moderator).

Dr. Peter Olivieri, Editor, *Wheels for the Mind*, and Professor of Computer Science, Boston College, Chestnut Hill, MA 02167.

Thursday, August 11

1:00-1:50

Session 6, Room G

BEC

Advanced User Tips:

The MS-DOS/Macintosh Connection

Contrary to popular belief, the Macintosh and IBM-PC can work together easily — without dividing data and users into two incompatible camps. This session explains all the options for achieving a smooth and productive workflow between PC and Mac users, covering solutions from direct connections, to exchanging floppy disks, to networking. Find out the best ways to move your data — and your employees — between America's two leading business machines.

(A videotape replay of this session will be shown as Session 56 on Friday, August 12, at 3:00 p.m. in the Auditorium at the World Trade Center.)

Cynthia W. Harriman, Author, *The MS-DOS/Mac Connection*, 57 South Street, Portsmouth, NH 03801.

Stephen L. Michel, Author, *IBM PC and Macintosh Networking*, 1027 Pomona, Albany, CA 94706.

Thursday, August 11

1:00-1:50

Session 7, Room E

BEC

Trends Session:

Desktop Presentations Update, Part I: Conventional Media

From its inception, the Macintosh has been a powerful tool for creating presentation visuals. Today it's even better, thanks to the color capabilities of the Mac II, the vastly enhanced software offerings, and a growing range of color output devices. This session will look at the hardware/software combinations for making terrific-looking slides, transparencies, and paper copies.

(A videotape replay of this session will be shown as Session 70 on Friday, August 12, at 5:00 p.m. in the Auditorium at the World Trade Center.)

Dr. William L. Coggeshall, President, Desktop Presentations, Inc., 1260 L'Avenida, Mountain View, CA 94043 (Moderator).

Ken Coleman, Vice President, Imaging Technology, Autographix, Inc., P.O. Box 9031, Waltham, MA 02254-9031.

Ames Cornish, Desktop Presentations Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Mike Kane, Vice President, Marketing, Presentation Technologies, Inc., 743 North Pastoria Avenue, Sunnyvale, CA 94086.

Louis Levin, Group Product Manager, Graphics Business Unit, Microsoft Corporation, 250 Sobrante Way, Sunnyvale, CA 94086.

Barry Schuler, CEO, Cricket Software, Inc., 40 Valley Stream Parkway, Malvern, PA 19533.

Thursday, August 11

1:00-1:50

Session 8, Harborview Room

WTC

Introductory Workshop:

Getting Started In Desktop Publishing

Choosing the right desktop publishing tools from what is now a confusing array demands some hard decisions. This session is designed to provide you with the background you'll need on the most popular desktop publishing products, along with tips, insights, and guidelines on how to choose and use the hardware and software that best meet your particular needs. (A videotape replay of this session will be shown as Session 68 on Friday, August

12, at 5:00 p.m. in Room F of the Bayside Expo Center.)

Conrad Willeman, Co-Leader, Mac-Design Group, Boston Computer Society; and Principal, CLW Designs, 139 Cherry Street, Wenham, MA 01984 (Moderator).

Lee Doliber, Principal, Doliber & Skelington, 69 Dartmouth Street, Boston, MA 02116.

Marc Kaufman, Principal, Desktop Publishing and Design, 96 South Street, Boston, MA 02111.

Terri Lonier, President, Lonier Associates, 111 Plains Road, New Paltz, NY 12561.

Barbara Macy, Principal, The Desktop Design Group, 973 Main Street, Springfield, MA 01103.

Larry Miller, President, Plato Picasso Midas Miller, Inc., 2914 Lenox Road, Suite 2, Atlanta, GA 30324.

Thursday, August 11

1:00-1:50

Session 9, Auditorium

WTC

Trends Session:

What To Expect In CAD

CAD vendors address the uniqueness of CAD on the Macintosh: why their products are on the Mac and how they expect to compete with PS/2 and workstations.

(A videotape replay of this session will be shown as Session 45 on Friday, August 12, at 2:00 p.m. in Room F of the Bayside Expo Center.)

Dr. Joel Orr, Chairman, Orr Associates, Inc., 431 River Bend Road, Great Falls, VA 22066 (Moderator).

Paul King, President, Innovative Data Design, 2280 Bates Avenue, Suite A, Concord, CA 94520.

Thomas J. Lazear, President, VersaCAD Corporation, 7372 Prince Drive, Huntington Beach, CA 92647.

Avi Lipski, President, Micro CAD/CAM, Inc., 3230 Overland Avenue, Suite 105, Los Angeles, CA 90034.

John Zeisler, Vice President, Claris Corporation, 440 Clyde Avenue, Mountain View, CA 94043.



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Conference Program Descriptions

Thursday, August 11

1:00-1:50

Session 10, Commercial Complex

WTC

Advanced User Tips:

The Mac Business Survival Guide

A must for the aspiring entrepreneur. Learn how to pick a business, size your market, set prices, launch a new product, and control your venture on a shoestring. This session will provide valuable insights you won't find in the textbooks: how to spend time instead of cash; your family as allies — not enemies; expenses that kill businesses; the perils of poor service; and criteria for survival. (The instructor should know; he turned a \$15,000 investment into a successful \$4+ million private company!)

(A videotape replay of this session will be shown as Session 55 on Friday, August 12, at 3:00 p.m. in Room F of the Bayside Expo Center.)

F.L. Mike Harvey, President and CEO, NIBBLE Publications, 52 Domino Drive, Concord, MA 01742.

Thursday, August 11

2:30-3:20

Session 13, Room E

BEC

Advanced User Tips:

How To Customize Your Mac

Inside tips for hard-disk users on how to make all of your work run faster, smoother, and more efficiently. You'll get advice on how to structure folders and save-files; learn how to add command-key shortcuts to any menu in any program you own; see how to install your own FKeys; and find out about some especially powerful and useful desk accessories. No need to be a technical wizard to unlock the power of your Mac.

(A videotape replay of this session will be shown as Session 42 on Friday, August 12, at 1:00 p.m. in the Auditorium at the World Trade Center.)

Henry Norr, News Editor, *MacWEEK*, 525 Brannan Street, San Francisco, CA 94107 (Moderator).

Andy Reese, President; and **Doug Rudman**, Public Domain Librarian, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229.

Thursday, August 11

2:30-3:20

Session 14, Room F

BEC

Trends Session:

The Outlook For Color Graphics

An exciting overview of directions and products from the leading companies and developers in the Macintosh graphics field. Subject areas include color paint, color draw, image processing, and color graphics hardware.

(A videotape replay of this session will be shown as Session 64 on Friday, August 12, at 4:00 p.m. in the Auditorium at the World Trade Center.)

Jerry Borrell, Editor, *Macworld*, 501 Second Avenue, Suite 600, San Francisco, CA 94107 (Moderator).

Carl Collobrium, Engineering Manager, Truvision, Inc., 7351 Shadeland Station, Suite 100, Indianapolis, IN 46256.

Charlie Jackson, President, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126.

Jim Rafferty, Chairman, Cricket Software, Inc., 40 Valley Stream Parkway, Malvern, PA 19355.

Kendall Redburn, Vice President, Product Development, ABA Software, Inc., 41 Great Valley Parkway, Malvern, PA 19355.

Thursday, August 11

2:30-3:20

Session 15, Room G

BEC

Introductory Workshop:

The Beginner's Guide To Networking On The Mac

This session will guide you through the alphabet soup surrounding networking and will discuss some of the ways to link your Macs in a productive network. Building on the "plug and play" concepts of LocalTalk, you'll see how you can easily build a small network and then determine when it's time to upgrade and redesign parts of your network for better efficiency. The panel will cover such issues as the AppleTalk network design, cabling choices, and problems with current network software.

(A videotape replay of this session will be shown as Session 36 on Friday, August 12, at 12:00 noon in the Auditorium at the World Trade Center.)

David Kosiur, Editor and Publisher, *Connections*, P.O. Box 5894, Fullerton, CA 92635 (Moderator).

Douglas K. Foster, Coordination and Planning, CIM Communications Networks,

John Deere Industrial Equipment, P.O. Box 538, Dubuque, IA 52001.

Ron Gibbs, Project Leader, Dow Chemical Company, Central Research - E&G, 1776 Building, Midland, MI 48674.

Thursday, August 11

2:30-3:20

Session 16, Harborview Room

WTC

Special Session:

Apple Resources For International Product Development And Marketing

This is the opportunity of a lifetime to meet the key people responsible for third-party distribution at Apple's international subsidiaries. Find out the most effective way to market products overseas and what development resources are available. We'll cover interface guidelines, translations and localization issues, hardware FCC equivalents, PTTs and other international standards, as well as the benefits and drawbacks of overseas production. We'll give you the inside story on which markets to approach first, along with concrete information on how to find the best international distributor for your product. Learn innovative tips and techniques, hear success and disaster stories, find out about the similarities and differences in each market. Don't miss this panel, presented in a "press conference" format to invite audience interaction!

(A videotape replay of this session will be shown as Session 35 on Friday, August 12, at 12:00 p.m. in Meeting Room F at Bayside Expo Center.)

Fred Stauder, Director of R&D, Ecofin, Lavaterstrasse 45, CH-8002, Zurich, Switzerland (Moderator).

Peter Higgs, Third Party Product Manager, Apple Australia, 16 Rodborough Road, Frenchs Forest, NSW 2086, Australia.

Jan Jivmark, Third Party Product Manager, Apple Sweden, Box 31, 16393, Spanga, Sweden.

Hermann Stehlik, Third Party Product Manager, Apple Germany, Ingolstadterstr. 20, 8000 Munchen 45, West Germany.

David Szetela, Manager, Developer Services, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.



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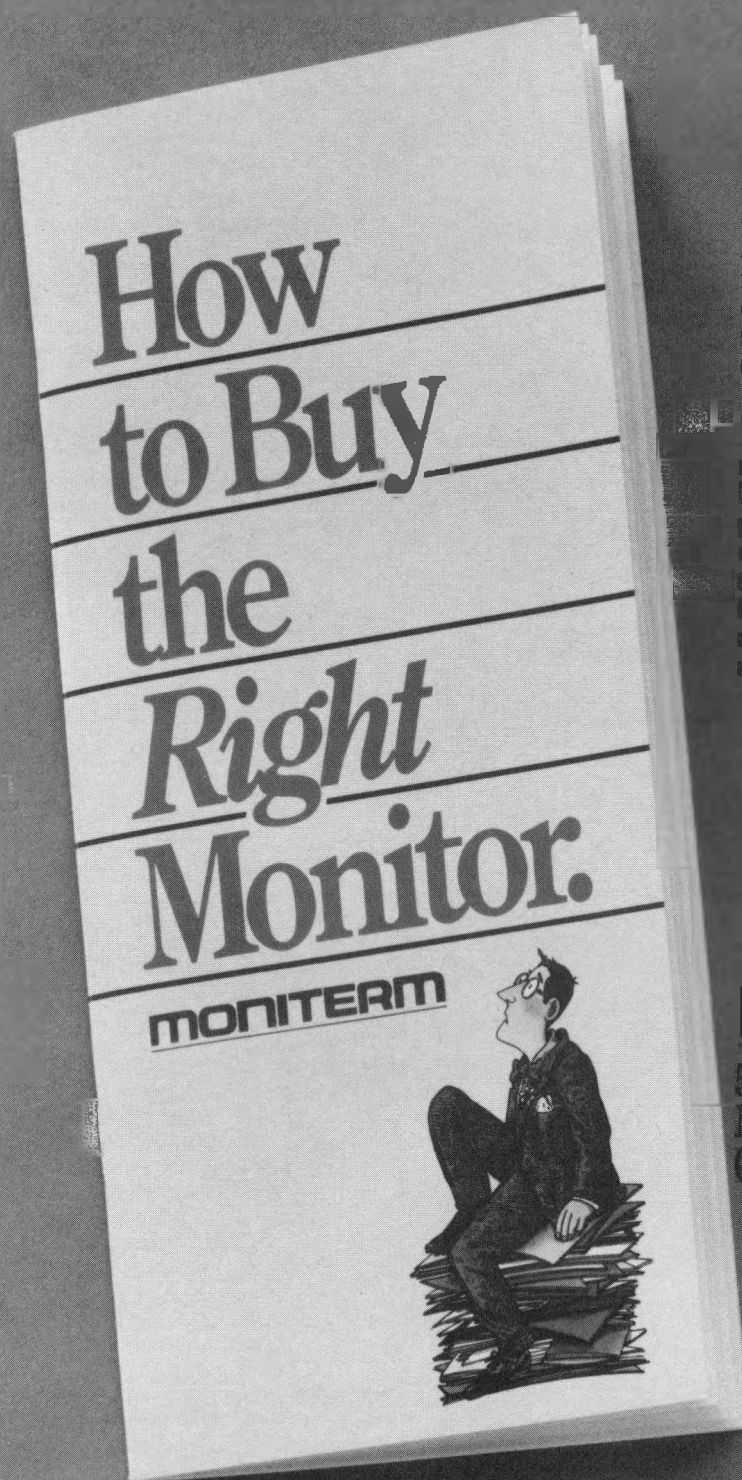
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Booth Number 910

Conference Program Descriptions

Thursday, August 11

2:30-3:20

Session 17, Auditorium

WTC

Trends Session:

Mac And MIS: Getting Along In A Multivendor World

The new wave of host integration products is leading us into a trend toward cooperative processing — i.e., using personal computers to interact with mainframes rather than just emulating terminals. Cooperative processing will give users processing at the Mac level and at the host level. This session will provide an insightful discussion of developing trends and their likely impact on micro and mainframe users.

Ted Leonsis, President, Redgate Communications Corporation, 660 Beachland Boulevard, Vero Beach, FL 32963 (Moderator).

Mike Bailey, President, National Apple Professional Information Exchange, 1142 Stonylake Court, Sunnyvale, CA 94086.

Dick Fontana, President, Dataviz, Inc., 16 Winfield Street, Norwalk, CT 06855.

Jim Groff, President, Network Innovations Corporation, 20863 Stevens Creek Boulevard, Cupertino, CA 95014.

Peter Hirshberg, Manager, Host Systems Integration, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Peter Lisker, Contributing Editor, *Macintosh Today*, 501 Second Street, San Francisco, CA 94107.

Whit Porter, PC/Macintosh Network Coordinator, GTE Government Services, One Federal Square, Billerica, MA 01821.

Thursday, August 11

2:30-3:20

Session 18, Commercial Complex

WTC

Solutions Session:

Engineering On The Macintosh

This session explores the host of today's and tomorrow's possibilities presented by the Macintosh as a workstation, featuring: the strengths and weaknesses of the Mac workstation, and its future in scientific and engineering environments; a look at the Mac as a front end to mainframe computers; and an overview of engineering applications, including mechanical design, architectural design, and solid modeling. (A videotape replay of this session will be shown as Session 61 on Friday, August 12, at 4:00 p.m. in Meeting Room F at the

Bayside Expo Center.)

Maggie Canon, Editor, *Macintosh Today*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Steven Edelman, President, Supremac Technology, 950 North Rengstorff Avenue, Mountain View, CA 94043.

Prasad Kaipa, Manager, Applications Software, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Rich Norling, Chairman, Language Systems Corporation, 463 Carlisle Drive, Herndon, VA 22070.

Alain Rossmann, Director of Sales and Marketing, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Dr. James J. Truchard, President, National Instruments, Inc., 12109 Technology Boulevard, Austin, TX 78727.

Thursday, August 11

4:00-4:50

Session 21, Room F

BEC

Trends Session:

Mac-To-Mac Connectivity Update

A discussion of the latest developments in Macintosh networking, along with a look at what's on the drawing board — and how these trends are likely to impact users. (A videotape replay of this session will be shown as Session 89 on Saturday, August 13, at 2:00 p.m. in the Auditorium at the World Trade Center.)

Tony Bove and **Cheryl Rhodes**, Authors/Consultants, P.O. Box 620025, Woodside, CA 94062 (Moderators).

Reese Jones, President, Farallon Computing, Inc., 2150 Kittredge Street, Berkeley, CA 94704.

Spencer Leyton, Vice President, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043.

Rich Shapero, General Manager, TOPS, 2560 Ninth Street, Berkeley, CA 94710.

Richard Skeie, President, CE Software, Inc., 1854 Fuller Road, West Des Moines, IA 50265.

Thursday, August 11

4:00-4:50

Session 22, Room E

BEC

Solutions Session:

Macintosh Accounting Software — Matching Your Needs

This session will examine a representative sample of best-selling accounting software for the Macintosh, and help you determine which is best for your situation.

(A videotape replay of this session will be shown as Session 78 on Saturday, August 13, at 12:00 noon in the Back Bay Room at the World Trade Center.)

Harold Berliner, Partner, Peat, Marwick, Main & Co., 345 Park Avenue, New York, NY 10154 (Moderator).

Stephen V. Burakoff, President, Layered, Inc., 529 Main Street, Boston, MA 02129.

Douglas J. Burgum, President and CEO, Great Plains Software, 1701 S.W. 38th Street, Fargo, ND 58103.

Dash Chang, Chairman, Chang Labs, 5300 Stevens Creek Boulevard, San Jose, CA 95129.

Thursday, August 11

4:00-4:50

Session 23, Room G

BEC

Programmer/Developer Forum:

New Adventures In Programming: System Software Add-Ons

INITs, cdevs, FKEYs, DAs, and gizmos — a discussion of these software modules: a survey of what's available, what they can do, how they work, their advantages and limitations.

(A videotape replay of this session will be shown as Session 101 on Saturday, August 13, at 3:00 p.m. in the Auditorium at the World Trade Center.)

Steven L. Brecher, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086 (Moderator).

Darin Adler, Cheese Host, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Lofty Becker, University of Connecticut Law School, 65 Elizabeth Street, Hartford, CT 06105-2290.

David Dunham, Partner, Maitreya Design, P.O. Box 1480, Goleta, CA 93116.

Chris Derossi, Technoid, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Paul Mercer, Finders Keepers, Apple



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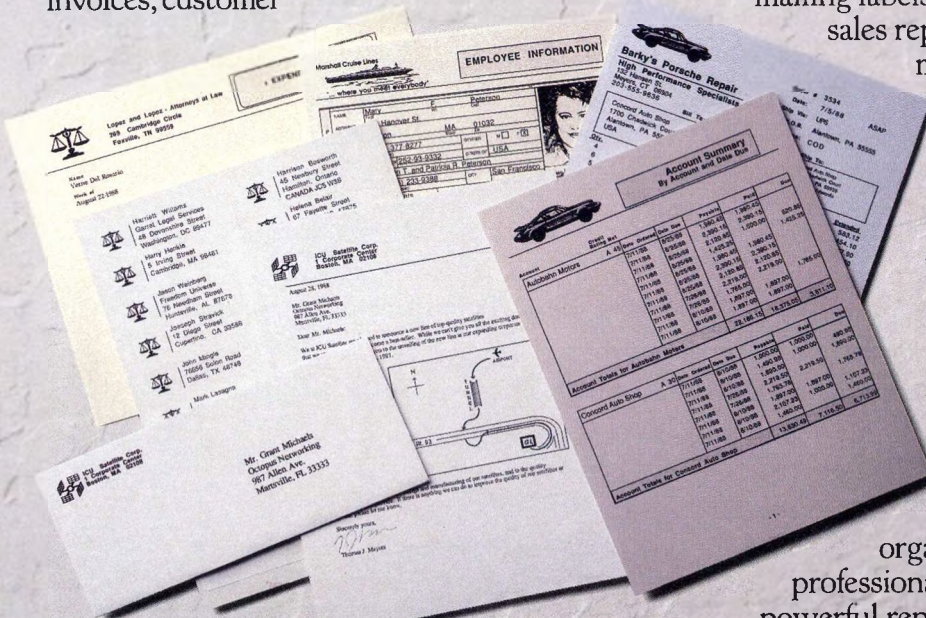
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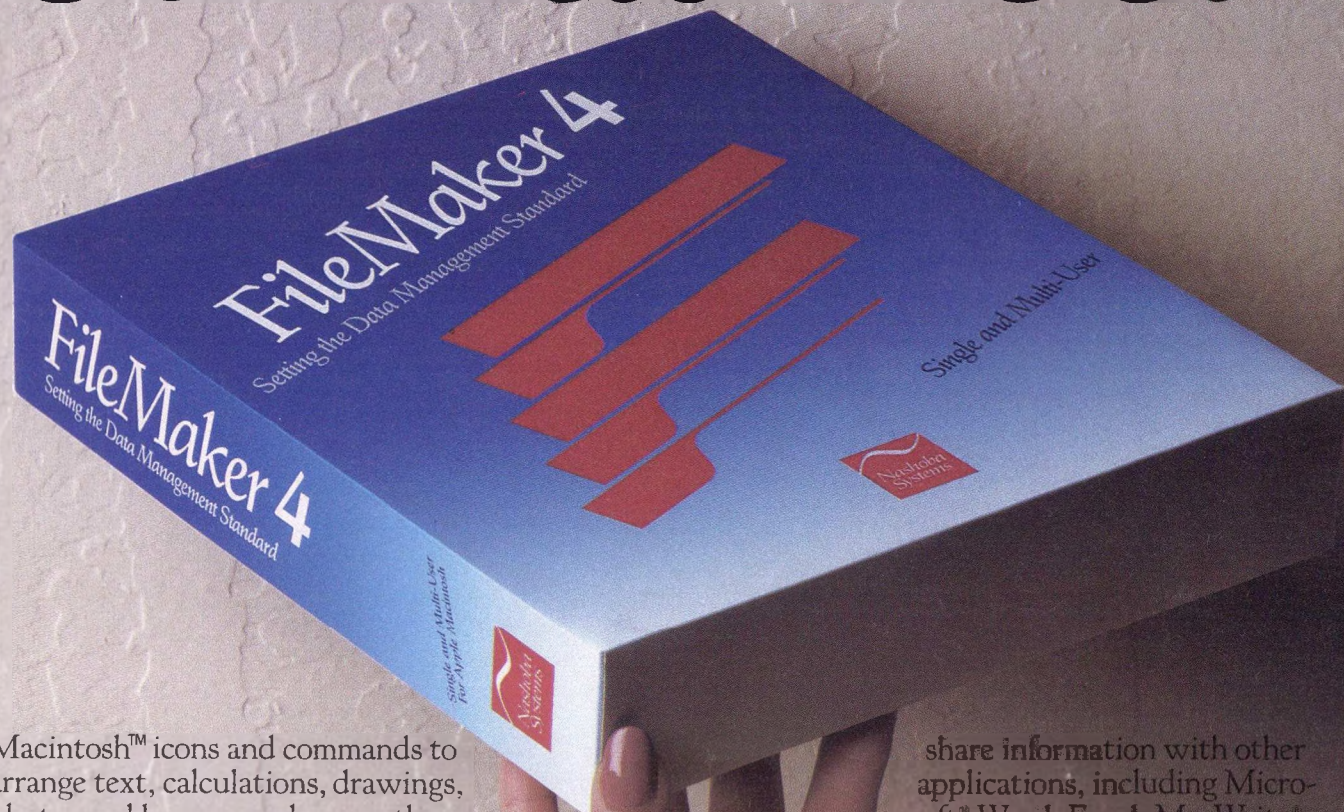
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Conference Program Descriptions

Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Billy Steinberg, Video Specialists, 156 West 44th Street, Ninth Floor, New York, NY 10036-4011.

Thursday, August 11

4:00-4:50

Session 24, Auditorium

WTC

Introductory Workshop:

Friendly Guide To Hypercard

Amanda Goodenough (author of The In-ego Series of HyperCard Stacks) and Dan Winkler (author of the HyperTalk language) demonstrate stacks, share scripts, and answer questions about stack design for aspiring HyperCard users and developers. (A videotape replay of this session will be shown as Session 113 on Saturday, August 13, at 5:00 p.m. in Meeting Room F at Bayside Expo Center.)

Amanda Goodenough, Author, Amanda Stories, 1025 Martin Road, Santa Cruz, CA 95060-9721.

Dan Winkler, Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Thursday, August 11

4:00-4:50

Session 25, Commercial Complex

WTC

Trends Session:

Status Report: Mac Databases

Come hear the leaders of the Macintosh database industry discuss their views of current and future trends in this volatile market. In this panel discussion, you will hear them asked tough questions, describe what their products are doing for users, and provide answers to the questions you bring to the session.

(A videotape replay of this session will be shown as Session 39 on Friday, August 12, at 1:00 p.m. in Meeting Room F at the Bayside Expo Center.)

Rich Coulombre and **Rick Kollmeyer**, Co-Founders, The Support Group, P.O. Box 2778, Quincy, MA 02269 (Moderators).

Randy Battat, Director, Developer Services, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062.

Glenn Hobin, President, Nashoba Systems, Inc., 1157 Triton Drive, Foster

City, CA 94404.

Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014.

Mike Rosetti, Senior Software Specialist, Ashton-Tate, Inc., 3800 La Crescenta Avenue, Glendale, CA 91214.

Paul Wright, President, Blyth Software, Inc. 2929 Campus Drive, Suite 425, San Mateo, CA 94403.

Thursday, August 11

4:00-4:50

Session 26, Harborview Room

WTC

Advanced User Tips:

Desktop Publishing Power Tips

The best authorities in the desktop publishing field aren't the people who sell the products; they're the people who use them. Experience in the field leads to the kind of practical hands-on tips, techniques, workarounds, and do's and don'ts that these advanced users will share. Expect frank, no-holds-barred commentary from this panel of desktop experts.

(A videotape replay of this session will be shown as Session 100 on Saturday, August 13, at 3:00 p.m. in Meeting Room F at Bayside Expo Center.)

Susan Gubernat, Editor, *Publish!*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Diane Burns, President, TechArt, 3915D 24th Street, San Francisco, CA 94414.

James Felici, Technical Editor, *Publish!*, 501 Second Street, San Francisco, CA 94107.

Suzanne Watzman, Chairman, Watzman + Keyes Information Design, 222 Third Street, Cambridge, MA 02139.

Thursday, August 11

5:00-5:50

Session 29, Room G

BEC

Corporate User Roundtable, Part I

New to MACWORLD EXPO: a unique opportunity for corporate users to share successes and problems with other corporate Mac users. You will learn: expert tips and pointers, especially geared for using the Mac more effectively in a corporate environment; how your counterparts in other organizations are solving the problems that are driving you crazy; and a few surprises.

(This session will NOT be repeated on videotape, but Part II will be held as Session 69 on Friday, August 12, in the

Commercial Complex at the World Trade Center.)

Amy Wohl, President, Wohl Associates, 555 City Line Avenue, Suite 240, Bala Cynwyd, PA 19004 (Moderator).

Mike Bailey, President, National Apple Professional Information Exchange, 1142 Stonylake Court, Sunnyvale, CA 94086.

Rule Johnson-Morris, Vice President and Director, Office Automation, Lintas: New York, One Dag Hammarskjold Plaza, New York, NY 10017.

Mark Loncar, Technical Supervisor, BBDO, 10960 Wilshire Boulevard, Los Angeles, CA 90024.

Arthur Naiman, Author, *The Macintosh Bible*, P.O. Box 7635, Berkeley, CA 94707.

Walter Stewart, Research Physicist, National Institutes of Health, Building 8, Room B2A-15, Bethesda, MD 20892.

Thursday, August 11

5:00-5:50

Session 30, Commercial Complex

WTC

The Macworld Expo User Group Extravaganza (MUSE), Part I

If you haven't yet joined a user group, this is the place to come see first-hand the kind of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of these sessions — held Thursday, Friday, and Saturday at 5:00 — is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the MACWORLD EXPO show floor. In addition, the panel of user group reps will offer an indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

(This session will NOT be repeated on videotape, but Part II will be held as Session 67 at 5:00 p.m. on Friday, August 12, in Meeting Room G at the Bayside Expo Center, and Part III will be held as Session 114 at 5:00 p.m. on Saturday, August 13, in the Back Bay Room at the World Trade Center.)

Michael Costello, Meetings Director, BCS.MAC, 48 Grove Street, Somerville, MA 02144 (Moderator).

Doug Baldwin, Member of the Board, National Macintosh Computer Society,



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Conference Program Descriptions

P.O. Box 8539, Coral Springs, FL 33065.

Raines Cohen, Operations Manager, Berkeley Macintosh User Group, 1442A Walnut, Suite 62, Berkeley, CA 94709.

Chris Ferino, Newsletter Editor, Macademia, P.O. Box 239, Cary, IL 60013.

(The MUSE is a complimentary service provided to all MACWORLD EXPO attendees; it is not restricted to those who have purchased a Conference ticket.)

Friday, August 12

12:00-12:50

Session 35, Room F



BEC

(This session is a videotape replay of Session 16, held earlier at World Trade Center)

Special Session:

Apple Resources For International Product Development And Marketing

This is the opportunity of a lifetime to meet the key people responsible for third-party distribution at Apple's international subsidiaries. Find out the most effective way to market products overseas and what development resources are available. We'll cover interface guidelines, translations and localization issues, hardware FCC equivalents, PTTs and other international standards, as well as the benefits and drawbacks of overseas production. We'll give you the inside story on which markets to approach first, along with concrete information on how to find the best international distributor for your product. Learn innovative tips and techniques, hear success and disaster stories, find out about the similarities and differences in each market. Don't miss this panel, presented in a "press conference" format to invite audience interaction!

Fred Stauder, Director of R&D, Ecofin, Lavaterstrasse 45, CH-8002, Zurich, Switzerland (Moderator).

Peter Higgs, Third Party Product Manager, Apple Australia, 16 Rodborough Road, Frenchs Forest, NSW 2086, Australia.

Jan Jivmark, Third Party Product Manager, Apple Sweden, Box 31, 16393, Spanga, Sweden.

Hermann Stehlik, Third Party Product Manager, Apple Germany, Ingolstadterstr. 20, 8000 Munchen 45, West Germany.

David Szetela, Manager, Developer Services, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Friday, August 12

12:00-12:50

Session 36, Auditorium



WTC

(This session is a videotape replay of Session 15, held earlier at Bayside)

Introductory Workshop:

The Beginner's Guide To Networking On The Mac

This session will guide you through the alphabet soup surrounding networking and will discuss some of the ways to link your Macs in a productive network. Building on the "plug and play" concepts of LocalTalk, you'll see how you can easily build a small network and then determine when it's time to upgrade and redesign parts of your network for better efficiency. The panel will cover such issues as the AppleTalk network design, cabling choices, and problems with current network software.

David Kosiur, Editor and Publisher, *Connections*, P.O. Box 5894, Fullerton, CA 92635 (Moderator).

Douglas K. Foster, Coordination and Planning, CIM Communications Networks, John Deere Industrial Equipment, P.O. Box 538, Dubuque, IA 52001.

Ron Gibbs, Project Leader, Dow Chemical Company, Central Research - E&G, 1776 Building, Midland, MI 48674.

Friday, August 12

1:00-1:50

Session 37, Room E

BEC

Trends Session:

Trends In Desktop Publishing

Where does desktop publishing go from here? To help you strategize for the future, this session will present: the outlook for desktop publishing and how it will affect you; who the major players are now — and who is likely to be in the future; what you should do today to be ready to capitalize on tomorrow's developments.

(A videotape replay of this session will be shown as Session 109 on Saturday, August 13, at 4:00 p.m. in the Auditorium at the World Trade Center.)

Don De Maio, Director, Graphics, Associated Press, 50 Rockefeller Plaza, Fourth Floor, New York, NY 10020 (Moderator).

Michael Boich, President, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Fred Ebrahimi, President, Quark, Inc., 300 South Jackson, Suite 1, Denver, CO 80209.

Douglas B. MacRae, Chairman, General Computer Corporation, 215 First Street,

Cambridge, MA 02142.

Russ McCann, Marketing Manager, Letraset U.S.A., 40 Eisenhower Drive, Paramus, NJ 07653.

Heidi Roizen, President, T/Maker Graphics, 2115 Landings Drive, Mountain View, CA 94043.

Michael Solomon, Vice President, Aldus Corporation, 411 First Avenue South, Suite 200, Seattle, WA 98104.

Tom Virden, Business Systems Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Friday, August 12

1:00-1:50

Session 38, Room G

BEC

Solutions Session:

The Mac In Education

Educators of all kinds are benefitting from inventive, powerful uses of the Macintosh in a wide variety of settings. This session will look at the exciting role the Mac is playing in the classroom, on the campus, and more.

(A videotape replay of this session will be shown as Session 85 on Saturday, August 13, at 1:00 p.m. in the Back Bay Room at the World Trade Center.)

Dr. Inabeth Miller, Special Assistant for Technology, Boston Museum of Science, Science Park, Boston, MA 02114-1099.

Richard Brown, Manager, Special Projects, Dartmouth College, Kiewit Computation Center, Hanover, NH 03755.

Douglas Green, Director, Computer Services, Binghamton City Schools, 98 Oak Street, Binghamton, NY 13905.

Maureen McConnell, Boston Museum of Science, Science Park, Boston, MA 02114-1099.

Friday, August 12

1:00-1:50

Session 39, Room F



BEC

(This session is a videotape replay of Session 25, held earlier at World Trade Center)

Trends Session:

Status Report: Mac Databases

Come hear the leaders of the Macintosh database industry discuss their views of current and future trends in this volatile market. In this panel discussion, you will hear them asked tough questions, describe what their products are doing for users, and provide answers to the questions you bring to the session.

Rich Coulombre and **Rick Kollmeyer**,



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Conference Program Descriptions

Co-Founders, The Support Group,
P.O. Box 2778, Quincy, MA 02269
(Moderators).

Randy Battat, Director, Developer Services, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.
Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062.

Glenn Hobin, President, Nashoba Systems, Inc. 1157 Triton Drive, Foster City, CA 94404.

Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014.

Mike Rosetti, Senior Software Specialist, Ashton-Tate, Inc., 3800 La Crescenta Avenue, Glendale, CA 91214.

Paul Wright, President, Blyth Software, Inc. 2929 Campus Drive, Suite 425, San Mateo, CA 94403.

Friday, August 12

1:00-1:50

Session 40, Harborview Room

Solutions Session:

The World Of Macintosh Animation And Graphics

Mac animation techniques are improving by leaps and bounds. Animated titles, interactive presentations, adding animation to HyperCard, and the Mac's role in creating CD-I games are just a few of the topics that will be discussed in this session.

(A videotape replay of this session will be shown as Session 88 on Saturday, August 13, at 2:00 p.m. in Meeting Room F at the Bayside Expo Center.)

Erfert Nielson Fenton, Contributing Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107 (Moderator).

David Feldman, Vice President, Product Development, ICOM Simulations, 648 Wheeling Road, Wheeling, IL 60090.

Marney Morris, President, Animatrix, Inc., 2133 Yale, Palo Alto, CA 94306.

Erik Neumann, Programmer, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657.

William Volk, Vice President, Technical, Aegis Development, Inc., 2210 Wilshire Boulevard, Suite 277, Santa Monica, CA 90403.

Friday, August 12

1:00-1:50

Session 41, Commercial Complex

Solutions Session:

Getting The Most Out Of Workgroup Computing

This session will offer tips on how to set up, organize, and administer workgroup systems to maximize communications while allowing for flexibility in personal work styles. Also featured: examples of some common workgroup solutions.

(A videotape replay of this session will be shown as Session 76 on Saturday, August 13, at 12:00 noon in Meeting Room G at the Bayside Expo Center.)

Esther Dyson, Publisher, Release 1.0, 375 Park Avenue, Suite 2503, New York, NY 10152.

Nat Goldhaber, TOPS Founder, and Partner, Cole Gilburne Fund, 2560 Ninth Street, Berkeley, CA 94710.

David Ushijima, Senior Technical Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107.

Dr. Gursharan Sidhu, Manager, Network System Development, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Friday, August 12

1:00-1:50

Session 42, Auditorium

(This session is a videotape replay of Session 13, held earlier at Bayside)

Advanced User Tips:

How To Customize Your Mac

Inside tips for hard-disk users on how to make all of your work run faster, smoother, and more efficiently. You'll get advice on how to structure folders and save-files; learn how to add command-key shortcuts to any menu in any program you own; see how to install your own FKeys; and find out about some especially powerful and useful desk accessories. No need to be a technical wizard to unlock the power of your Mac.

Henry Norr, News Editor, *MacWEEK*, 525 Brannan Street, San Francisco, CA 94107.

Andy Reese, President; and **Doug Rudman**, Public Domain Librarian, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229.

Friday, August 12

2:00-2:50

Session 45, Room F

(This session is a videotape replay of Session 9, held earlier at World Trade Center)

Trends Session:

What To Expect In CAD

CAD vendors address the uniqueness of CAD on the Macintosh: why their products are on the Mac and how they expect to compete with PS/2 and workstations.

Dr. Joel Orr, Chairman, Orr Associates, Inc., 431 River Bend Road, Great Falls, VA 22066 (Moderator).

Paul King, President, Innovative Data Design, 2280 Bates Avenue, Suite A, Concord, CA 94520.

Thomas J. Lazear, President, VersaCAD Corporation, 7372 Prince Drive, Huntington Beach, CA 92647.

Avi Lipski, President, Micro CAD/CAM, Inc., 3230 Overland Avenue, Suite 105, Los Angeles, CA 90034.

John Zeisler, Vice President, Claris Corp., 440 Clyde Avenue, Mountain View, CA 94043.

Friday, August 12

2:00-2:50

Session 46, Auditorium

(This session is a videotape replay of Session 5, held earlier at Bayside)

Introductory Workshop:

Getting Started On Your Mac: Expanding Your Horizons

This session will illustrate the many ways in which the Macintosh can be used. The first 15 minutes are geared to the new Macintosh user, explaining the basic concepts concerning the use of the Mac and its "user interface." The next 15 minutes are appropriate for Mac users who might want to move beyond word processing and spreadsheets, demonstrating some of the available software on the Macintosh (graphics, speech, animation, and some surprises). The last 15 minutes will be a treat for all Macintosh enthusiasts, and will feature several great and unusual HyperCard stacks.

Laurie Flynn, Senior Editor, *Macintosh, InfoWorld*, 1060 Marsh Road, Menlo Park, CA 94025 (Moderator).

Dr. Peter Olivieri, Editor, *Wheels for the Mind*, and Professor of Computer Science, Boston College, Chestnut Hill, MA 02167.



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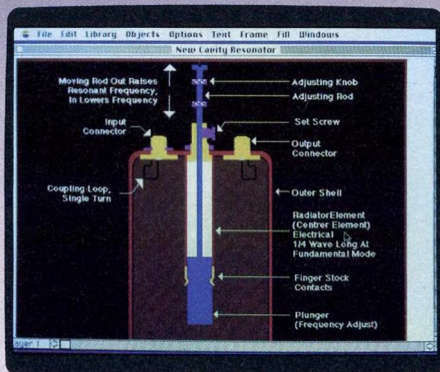
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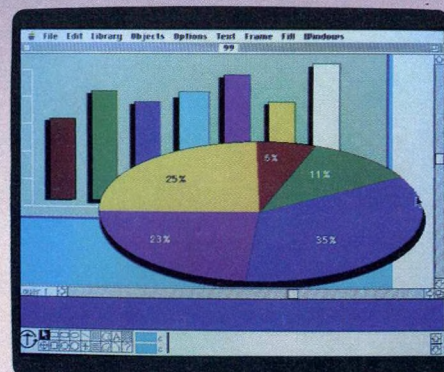
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Fast redrawing

Work on multiple pages

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Create unlimited libraries of draw and/or paint objects

DRAFT

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Mix paint & draw on each layer

Move objects between layers

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Fast redrawing

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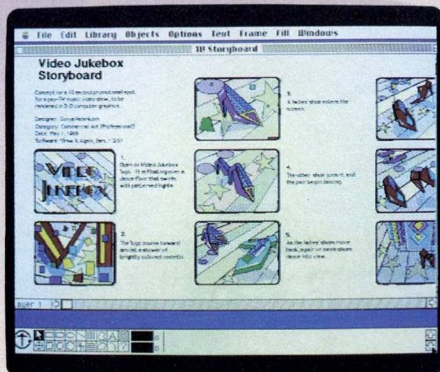
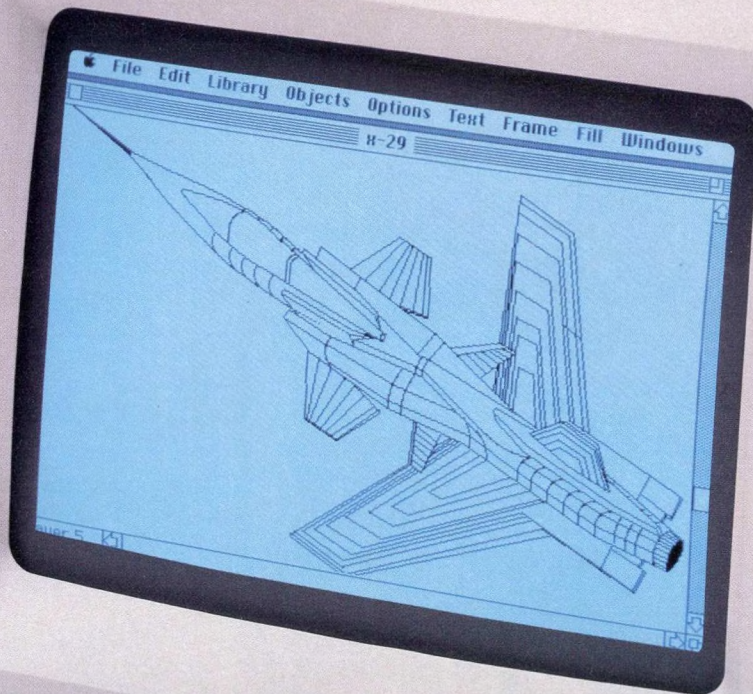
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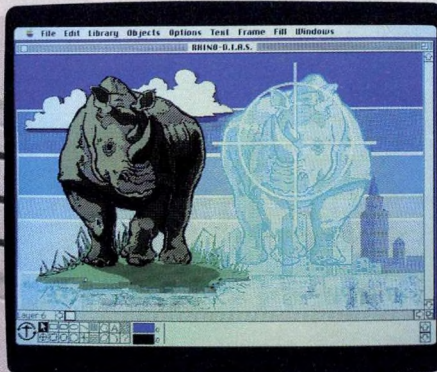
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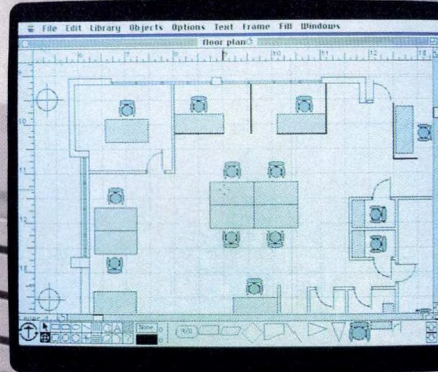
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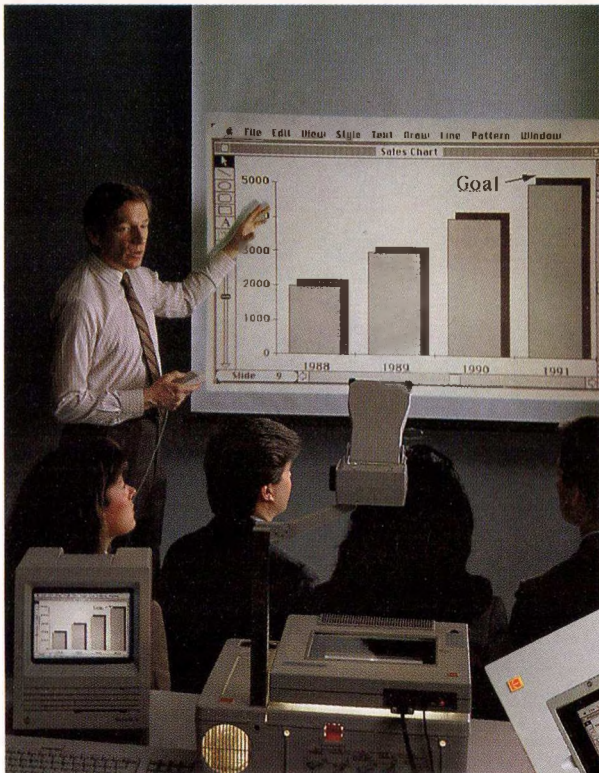
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Conference Program Descriptions

Friday, August 12

2:30-3:20

Session 49, Room G

BEC

Introductory Workshop:

Getting Started With Databases

Choosing the right database product for your system needs is crucial. With the number of products now available, this decision has become even more complex. Should it stay relational? Should it be programmable? Do you need multi-user? Learn the differences between today's most popular products.

(A videotape replay of this session will be shown as Session 84 on Saturday, August 13, at 1:00 p.m. in the Auditorium at the World Trade Center.)

Nick Arnett, Senior Writer/Macintosh, *InfoWorld*, 1060 Marsh Road, Menlo Park, CA 94025 (Moderator).

Rich Coulombre and **Rick Kollmeyer**, Co-Founders, The Support Group, P.O. Box 2778, Quincy, MA 02269.

Friday, August 12

2:30-3:20

Session 50, Room E

BEC

Solutions Session:

CAD On The Macintosh: User Perspectives

This panel will examine how the Macintosh has been put to actual use in a variety of sophisticated and demanding CAD applications and environments. Included will be: a description of how the Mac is used at Walt Disney Imagineering in the conceptual stages of design; how the Mac was integrated into MIT's long-range planning efforts which involve a micro-based, mixed machine environment; the integration of the Macintosh into the professional architectural environment; and how the Mac was used for design and simulation on the NASA Space Station project.

(A videotape replay of this session will be shown as Session 90 on Saturday, August 13, at 2:00 p.m. in the Back Bay Room at the World Trade Center.)

David L. Peltz, Associate Editor, *The CAD/CAM Journal*, 20540 Celtic Street, Chatsworth, CA 91311.

John Beilock, Special Effects Designer, Walt Disney Imagineering, 1401 Flower Street, Glendale, CA 91201.

Robert K. Kaynor, Associate Director, Planning Office, Massachusetts Institute of Technology, 77 Massachusetts Avenue, Room 12-156, Cambridge, MA 02139;

Creighton Nolte, AIA, Creighton Nolte & Associates, 744 G Street, Suite 209, San Diego, CA 92101.

Chipp Walters, Senior Partner, Design Edge, Inc., 14503 Bammel, Suite 205, Houston, TX 77014.

Friday, August 12

2:30-3:20

Session 51, Harborview Room

WTC

Advanced User Tips:

Tips And Tools For Desktop Presentations

This session will explore the leading-edge methods that are currently being used to create desktop presentations, by people who are fresh from the trenches of consumerism. Included will be tips and how-to's, along with pitfalls to be avoided at almost any cost.

(A videotape replay of this session will be shown as Session 80 on Saturday, August 13, at 1:00 p.m. in Meeting Room G at the Bayside Expo Center.)

Bill Slapin, Publisher, *Presentation Products Magazine*, 513 Wilshire Boulevard, Suite 344, Santa Monica, CA 90401 (Moderator)

Joseph P. Cillo, Vice President, Product Development and Marketing Services, Associated Capital Investors, 555 California Street, San Francisco, CA 94104.

Stuart Levine, Systems Analyst, BBDO, 1285 Sixth Avenue, New York, NY 10019.

Friday, August 12

2:30-3:20

Session 52, Commercial Complex

WTC

Programmer/Developer Forum:

The Developer's Tool Kit: Update On MPW And Mac App

What tools do Apple's engineers use for software development? What's the latest on MacApp Version 2.0? What's new in MPW 3.0? What about C++ , the hot new object-oriented version of the C programming language? SADE, Apple's new symbolic debugger? Projector, the MPW Project Management System? Tune in to this session for the answers to these questions and many more.

(A videotape replay of this session will be shown as Session 81 on Saturday, August 13, at 1:00 p.m. in Meeting Room F at the Bayside Expo Center.)

Joel West, President, Palomar Software (Moderator).

Harvey Alcabes, Product Line Manager, Macintosh Developer Products, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Friday, August 12

3:00-3:50

Session 55, Room F



BEC

(This session is a videotape replay of Session 10, held earlier at World Trade Center)

Advanced User Tips:

The Mac Business Survival Guide

A must for the aspiring entrepreneur. Learn how to pick a business, size your market, set prices, launch a new product, and control your venture on a shoestring. This session will provide valuable insights you won't find in the textbooks: how to spend time instead of cash; your family as allies — not enemies; expenses that kill businesses; the perils of poor service; and criteria for survival. (The instructor should know; he turned a \$15,000 investment into a successful \$4+ million private company!)

F.L. Mike Harvey, President and CEO, NIBBLE Publications, 52 Domino Drive, Concord, MA 01742.

Friday, August 12

3:00-3:50

Session 56, Auditorium



WTC

(This session is a videotape replay of Session 6, held previously at Bayside)

Advanced User Tips:

The MS-DOS/Macintosh Connection

Contrary to popular belief, the Macintosh and IBM-PC can work together easily — without dividing data and users into two incompatible camps. This session explains all the options for achieving a smooth and productive workflow between PC and Mac users, covering solutions from direct connections, to exchanging floppy disks, to networking. Find out the best ways to move your data — and your employees — between America's two leading business machines.

Cynthia W. Harriman, Author, *The MS-DOS/Mac Connection*, 57 South Street, Portsmouth, NH 03801.

Stephen L. Michel, Author, *IBM PC and Macintosh Networking*, 1027 Pomona, Albany, CA 94706.



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Conference Program Descriptions

Friday, August 12

4:00-4:50

Session 59, Room E

BEC

Trends Session:

The Future Of Hypercard

A panel of industry insiders discuss trends they see developing in the HyperCard arena, and provide some insightful action steps you should take now to capitalize on tomorrow's developments.

(A videotape replay of this session will be shown as Session 115 on Saturday, August 13, at 5:00 p.m. in the Auditorium at the World Trade Center.)

Tim Bajarin, Vice President, Creative Strategies International, 2900 Gordon Avenue, Santa Clara, CA 95015 (Moderator).

Elon Gasper, President, Bright Star Technology, Inc., 1003 111th Avenue, N.E., Bellevue, WA 98004.

Reese Jones, President, Farallon Computing, 2150 Kittredge Street, Berkeley, CA 94704.

Stu Roberson, Group Product Manager of Creativity/Productivity, Mediagenic, Inc., 3885 O'Hannon Drive, Menlo Park, CA 94025.

Bob Stein, Publisher, The Voyager Company, 2139 Manning Avenue, Los Angeles, CA 90025.

Friday, August 12

4:00-4:50

Session 60, Room G

BEC

Introductory Workshop:

The Beginner's Guide To Word Processing

Choosing a word processor can be a difficult decision. This session will discuss the pros and cons of the major word processors on the market today, ranging from MacWrite to FullWrite Professional. The emphasis will be on finding the right tool for the job.

(A videotape replay of this session will be shown as Session 77 on Saturday, August 13, at 12:00 noon in the Auditorium at the World Trade Center.)

Cheryl Spencer, Reviews Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Steven Levy, Contributing Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107.

Keith Thompson, Author, *FullWrite Professional: A User's Guide*, Lexington Research, Inc., P.O. Box 26, Lexington, MA 02173.

Friday, August 12

4:00-4:50

Session 61, Room F



BEC

(This session is a videotape replay of Session 18, held earlier at World Trade Center)

Solutions Session:

Engineering On The Macintosh

This session explores the host of today's and tomorrow's possibilities presented by the Macintosh as a workstation, featuring: the strengths and weaknesses of the Mac workstation, and its future in scientific and engineering environments; a look at the Mac as a front end to mainframe computers; and an overview of engineering applications, including mechanical design, architectural design, and solid modeling.

Maggie Canon, Editor, *Macintosh Today*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Steven Edelman, President, Supremac Technology, 950 North Rengstorff Avenue, Mountain View, CA 94043.

Prasad Kaipa, Manager, Applications Software, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Rich Norling, Chairman, Language Systems Corporation, 463 Carlisle Drive, Herndon, VA 22070.

Alain Rossmann, Director of Sales and Marketing, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Dr. James J. Truchard, President, National Instruments, Inc., 12109 Technology Boulevard, Austin, TX 78727.

Friday, August 12

4:00-4:50

Session 62, Commercial Complex

WTC

Trends Session:

Trends In Mac-To-DEC Connectivity

Connecting Macintoshes to a DEC host can unify your office computing. This session will explore: why one would want to integrate the two environments; what's possible today; the architectures that make connectivity possible, along with their implications; how to choose the products that best fit your needs; and more.

(A videotape replay of this session will be shown as Session 75 on Saturday, August 13, at 12:00 noon in Meeting Room F at Bayside Expo Center.)

Alfred J. Mandel, Executive Vice President, Redgate Communications Corporation, 185 Berry Street, San Francisco, CA 94303 (Moderator).

Daniel Cheifetz, President, Odesta

Corporation, 4084 Commercial Avenue, Northbrook, IL 60062.

Robert B. Denny, President, Alisa Systems, Inc., 221 East Walnut, Suite 230, Pasadena, CA 91101.

Fred Engel, Vice President, Engineering, Technology Concepts, Inc., 40 Tall Pine Drive, Sudbury, MA 01776.

Peter Hirshberg, Manager, Host Systems Integration, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Steven R. Nelson, Marketing Manager, Kinetics, Inc., 2500 Camino Diablo, Suite 110, Walnut Creek, CA 94596.

Sam Solon, President, White Pine Software, Inc., P.O. Box 1108, Amherst, NH 03031.

Friday, August 12

4:00-4:50

Session 63, Harborview Room

WTC

Trends Session:

Desktop Presentations Update, Part II: Electronic Media

The Macintosh can be used not only for creating terrific-looking presentation visuals, but also for delivering the presentations (or even creating them during a group session!). Animation, HyperCard, CD-ROM, laserdiscs, special projectors, and other tools give presenters some advanced alternatives. This session will feature some of the possibilities for creating and delivering high-impact presentations without making slides, transparencies, and paper copies.

(A videotape replay of this session will be shown as Session 106 on Saturday, August 13, at 4:00 p.m. in Meeting Room F at Bayside Expo Center.)

Dr. William L. Cogshall, President, Desktop Presentations, Inc., 1260 L'Avenida, Mountain View, CA 94043 (Moderator).

Marc Canter, President, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657.

Ames Cornish, Desktop Presentations Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

F.X. "Skip" Millor, Director, Sales Implementation, Presentation Technologies - The Americas, Eastman Kodak Company, Inc., 343 State Street, Rochester, NY 14650.

Peter Winer, Vice President, Living Videotext Division, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043.



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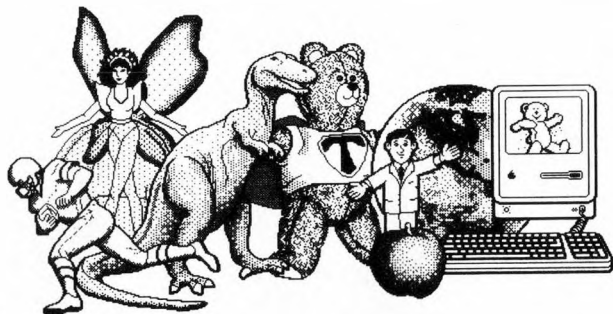
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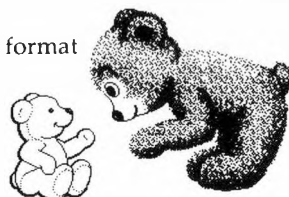
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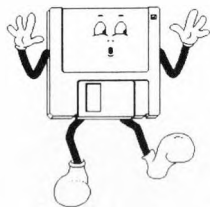
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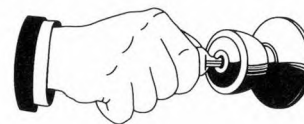
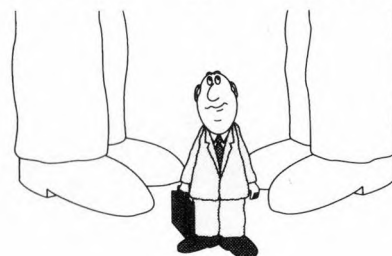
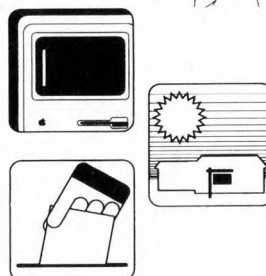
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Conference Program Descriptions

Friday, August 12

4:00-4:50

Session 64, Auditorium



WTC

(This session is a videotape replay of Session 14 held earlier at Bayside)

Trends Session:

The Outlook For Color Graphics

An exciting overview of directions and products from the leading companies and developers in the Macintosh graphics field. Subject areas include color paint, color draw, image processing, and color graphics hardware.

Jerry Borrell, Editor, *Macworld*, 501 Second Avenue, Suite 600, San Francisco, CA 94107 (Moderator).

Carl Collobrium, Engineering Manager, Truvision, Inc., 7351 Shadeland Station, Suite 100, Indianapolis, IN 46256.

Charlie Jackson, President, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126.

Jim Rafferty, Chairman, Cricket Software, Inc., 40 Valley Stream Parkway, Malvern, PA 19355.

Kendall Redburn, Vice President, Product Development, ABA Software, Inc., 41 Great Valley Parkway, Malvern, PA 19355.

Friday, August 12

5:00-5:50

Session 67, Room G

BEC

The Macworld Expo User Group Extravaganza (MUSE), Part II

If you haven't yet joined a user group, this is the place to come see first-hand the kind of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of these sessions — held Thursday, Friday, and Saturday at 5:00 — is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the MACWORLD EXPO show floor. In addition, the panel of user group reps will offer an indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

(This session will NOT be repeated on videotape, but Part III will be held as Session 114 at 5:00 p.m. on Saturday, August 13, in the Back Bay Room at the

World Trade Center.)

Jack Hodgson, Founding Director, BCS.MAC, 44 Grove Street, Somerville, MA 02144 (Moderator).

Doug Rudman, Public Domain Librarian, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229-3585.

Stuart Gitlow, M.D., President, LaserBoard, 1212 Fifth Avenue, New York, NY 10029.

Leonard Wines, President, Los Angeles Macintosh User Group, 12021 Wilshire Boulevard, Los Angeles, CA 90025.

Friday, August 12

5:00-5:50

Session 68, Room F



BEC

(This session is a videotape replay of Session 8 held earlier at World Trade Center)

Introductory Workshop:

Getting Started In Desktop Publishing

Choosing the right desktop publishing tools from what is now a confusing array demands some hard decisions. This session is designed to provide you with the background you'll need on the most popular desktop publishing products, along with tips, insights, and guidelines on how to choose the hardware and software that best meet your particular needs.

Conrad Willeman, Co-Leader, Mac-Design Group, Boston Computer Society; and Principal, CLW Designs, 139 Cherry Street, Wenham, MA 01984 (Moderator).

Lee Doliber, Principal, Doliber & Skeffington, 69 Dartmouth Street, Boston, MA 02116.

Marc Kaufman, Principal Desktop Publishing and Design, 96 South Street, Boston, MA 02111.

Terri Lonier, President, Lonier Associates, 111 Plains Road, New Paltz, NY 12561.

Barbara Macy, Principal, The Desktop Design Group, 973 Main Street, Springfield, MA 01103.

Larry Miller, President, Plato Picasso Midas Miller, Inc., 2914 Lenox Road, Suite 2, Atlanta, GA 30324.

Friday, August 12

5:00-5:50:

Session 69, Commercial Complex

WTC

Corporate User Roundtable, Part II

New to Macworld Expo: a unique opportunity for corporate users to share success-

es and problems with other corporate Mac users. You will learn: expert tips and pointers, especially geared for using the Mac more effectively in a corporate environment; how your counterparts in other organizations are solving the problems that are driving you crazy; and a few surprises. (This session will NOT be repeated on videotape.)

Daniel J. Ruby, Editor, *MacWEEK*, 525 Brannan Street, San Francisco, CA 94107 (Moderator).

Amy Wohl, President, Wohl Associates, 555 City Line Avenue, Suite 240, Bala Cynwyd, PA 19004.
(User panel to be announced.)

Friday, August 12

5:00-5:50

Session 70, Auditorium



WTC

(This session is a videotape replay of Session 7 held earlier at Bayside)

Trends Session:

Desktop Presentations Update, Part I: Conventional Media

From its inception, the Macintosh has been a powerful tool for creating presentation visuals. Today it's even better, thanks to the color capabilities of the Mac II, the vastly enhanced software offerings, and a growing range of color output devices. This session will look at the hardware/software combinations for making terrific-looking slides, transparencies, and paper copies.

Dr. William L. Coggs, President, Desktop Presentations, Inc., 1260 L'Avenida, Mountain View, CA 94043 (Moderator).

Ken Coleman, Vice President, Imaging Technology, Autographix, Inc., P.O. Box 9031, Waltham, MA 02254-9031.

Ames Cornish, Desktop Presentations Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Mike Kane, Vice President, Marketing, Presentation Technologies, Inc., 743 North Pastoria Avenue, Sunnyvale, CA 94086.

Louis Levin, Group Product Manager, Graphics Business Unit, Microsoft Corporation, 250 Sobrante Way, Sunnyvale, CA 94086.

Barry Schuler, CEO, Cricket Software, Inc., 40 Valley Stream Parkway, Malvern, PA 19533.



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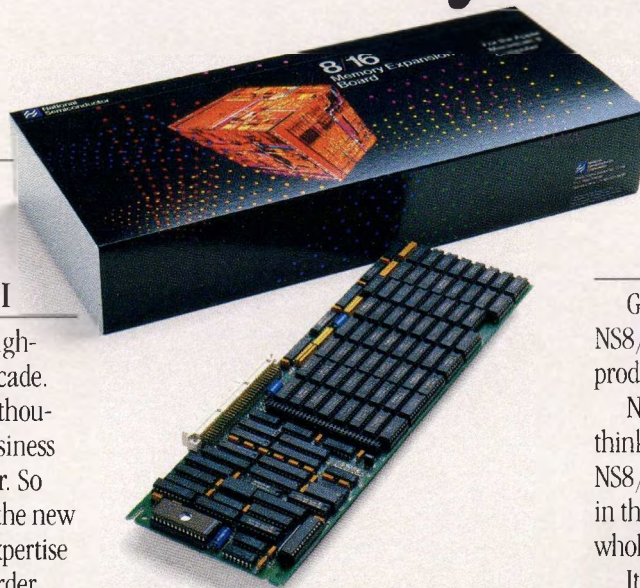
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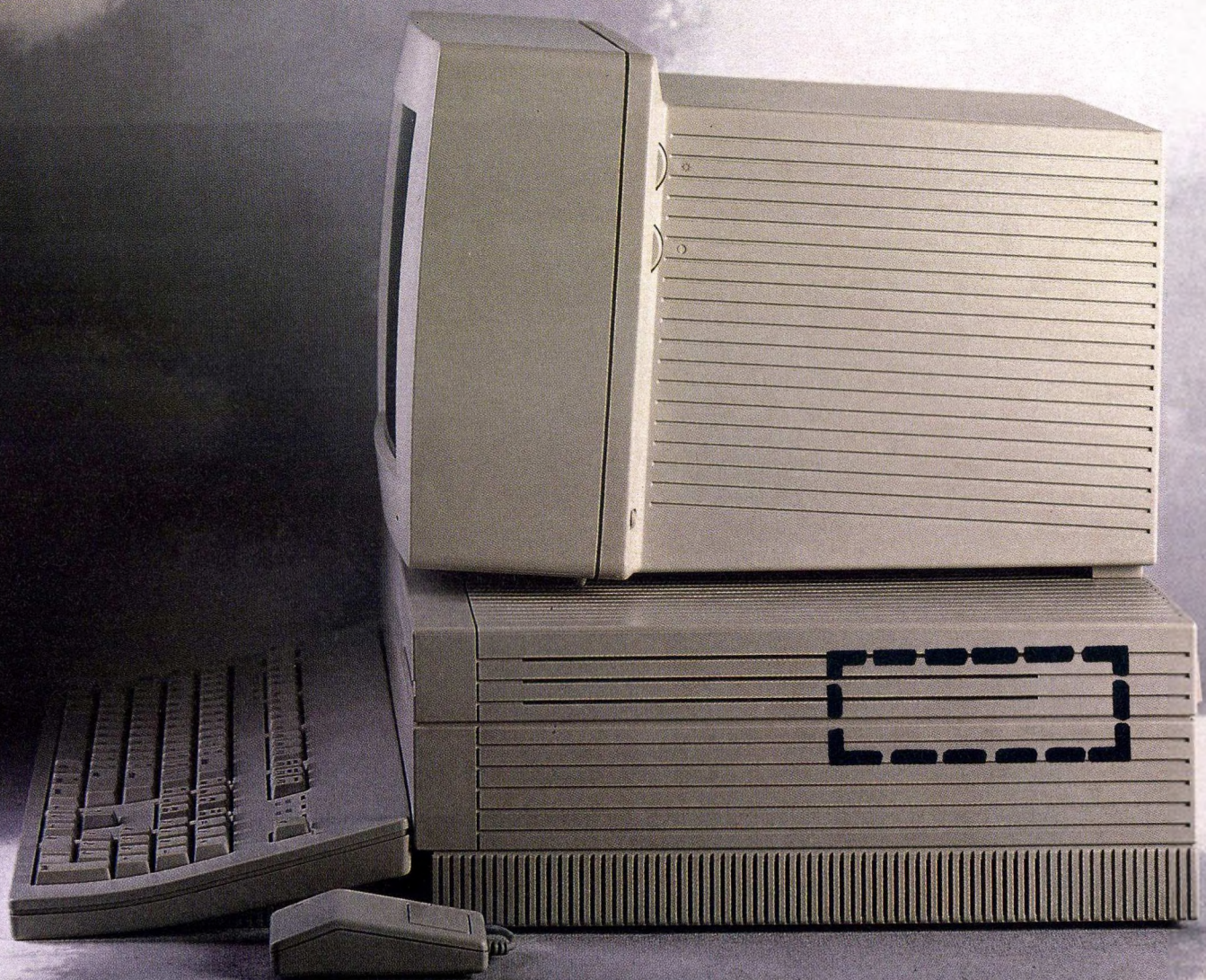
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From here, you'll never give storage another thought again. Ranging in capacity from 45MB up to 100MB for the SE and up to 140MB for the Mac II, InnerDrives can diagnose themselves, automatically correcting media errors; an integrated diagnostic feature alerts you to any potential problems.

That way, you always know the precise status of your InnerDrive. Without ever having to open up your Mac.

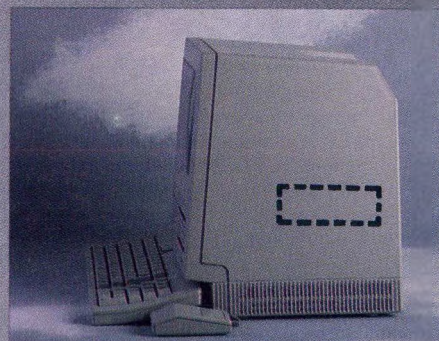
In fact, you'll never even know we're in there. We're remarkably quiet

and run 33% cooler than most other drives. And unlike the competition, InnerDrives don't eliminate a floppy drive in your SE.

There's yet another Jasmine Exclusive: true SCSI Partitioning. A feature that

enables you to allocate distinct storage "partitions" while you manage everything from the control panel.

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Macintosh II InnerDrives	Macintosh SE InnerDrives
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3.5" 70MB \$949	3.5" 70MB \$949
5.25" 100MB \$1199	3.5" 100MB \$1349
5.25" 140MB \$1449	



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testing, self-monitoring, and the long-term experience of tens of thousands of microcomputer users—is more reliable than any other backup option. Not to mention easier.

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We strongly suggest you do that.

Because if your data means anything to you, acquiring Videotrax protection is a thought you should definitely entertain.

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DATA BACKUP FROM
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For a demonstration of Videotrax see us at Booth #636.

Conference Program Descriptions

Saturday, August 13

12:00-12:50

Session 75, Room F



BEC

(This session is a videotape replay of Session 62, held earlier at World Trade Center)

Trends Session:

Trends In Mac-To-DEC Connectivity

Connecting your Macintoshes to a DEC host can unify your office computing. This session will explore: why one would want to integrate the two environments; what's possible today; the architectures that make connectivity possible, along with their implications; how to choose the products that best fit your needs; and more.

Alfred J. Mandel, Executive Vice President, Redgate Communications Corporation, 185 Berry Street, San Francisco, CA 94303 (Moderator).

Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062.

Robert B. Denny, President, Alisa Systems, Inc., 221 East Walnut, Suite 230, Pasadena, CA 91101.

Fred Engel, Vice President, Engineering, Technology Concepts, Inc., 40 Tall Pine Drive, Sudbury, MA 01776.

Peter Hirshberg, Manager, Host Systems Integration, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Steven R. Nelson, Marketing Manager, Kinetics, Inc., 2500 Camino Diablo, Suite 110, Walnut Creek, CA 94596.

Sam Solon, President, White Pine Software, Inc., P.O. Box 1108, Amherst, NH 03031.

Saturday, August 13

12:00-12:50

Session 76, Room G



BEC

(This session is a videotape replay of Session 41, held earlier at World Trade Center)

Solutions Session:

Getting The Most Out Of Workgroup Computing

This session will offer tips on how to set up, organize, and administer workgroup systems to maximize communications while allowing for flexibility in personal work styles. Also featured: examples of some common workgroup solutions.

Esther Dyson, Publisher, Release 1.0, 375 Park Avenue, Suite 2503, New York, NY 10152.

Nat Goldhaber, TOPS Founder, and Partner, Cole Gilburne Fund, 2560 Ninth Street, Berkeley, CA 94710.

Dr. Gursharan Sidhu, Manager, Network Systems Development, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014

David Ushijima, Senior Technical Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107.

Saturday, August 13

12:00-12:50

Session 77, Auditorium

WTC

(This session is a videotape replay of Session 60, held earlier at Bayside)

Introductory Workshop:

The Beginner's Guide To Word Processing

Choosing a word processor can be a difficult decision. This session will discuss the pros and cons of the major word processors on the market today, ranging from MacWrite to FullWrite Professional. The emphasis will be on finding the right tool for the job.

Cheryl Spencer, Reviews Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Steven Levy, Contributing Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107.

Keith Thompson, Author, *FullWrite Professional: A User's Guide*, Lexington Research, Inc., P.O. Box 26, Lexington, MA 02173.

Saturday, August 13

12:00-12:50

Session 78, Back Bay Room

WTC

(This session is a videotape replay of Session 22, held earlier at Bayside)

Solutions Session:

Macintosh Accounting Software — Matching Your Needs

This session will examine a representative sample of best-selling accounting software for the Macintosh, and help you determine which is best for your situation.

Harold Berliner, Partner, Peat, Marwick, Main & Co., 345 Park Avenue, New York, NY 10154 (Moderator).

Stephen V. Burakoff, President, Layered, Inc., 529 Main Street, Boston, MA 02129.

Douglas J. Burgum, President and CEO, Great Plains Software, 1701 S.W. 38th Street, Fargo, ND 58103.

Dash Chang, Chairman, Chang Labs, 5300 Stevens Creek Boulevard, San Jose, CA 95129.

Saturday August 13

1:00-1:50

Session 79, Room E

BEC

Solutions Session:

Music On The Mac

The Macintosh has been the computer of choice for professional musicians for some time, and now there are more ways amateurs can get into the act. This panel looks at the Mac in music education, performance, and publishing. Featured: a musical demonstration and a free directory of Mac music products compiled by *Macworld*.

(This session will NOT be repeated.)

Nancy E. Dunn, Associate Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Dr. Richard Boulanger, Associate Professor, Music Synthesis Department, Berklee College of Music, 1140 Boylston Street, Boston, MA 02215.

Phil Farrand, Co-Designer, *Finale*, Coda Music Software, 1401 East 79th Street, Bloomington, MN 55425.

Saturday August 13

1:00-1:50

Session 80, Room G



BEC

(This session is a videotape replay of Session 51, held earlier at World Trade Center)

Advanced User Tips:

Tips And Tools For Desktop Presentations

This session will explore the leading-edge methods that are currently being used to create desktop presentations, by people who are fresh from the trenches of consumerism. Included will be tips and how-to's, along with pitfalls to be avoided at almost any cost.

Bill Slapin, Publisher, *Presentation Products Magazine*, 513 Wilshire Boulevard, Suite 344, Santa Monica, CA 90401 (Moderator).

Joseph P. Cillo, Vice President, Product Development and Marketing Services, Associated Capital Investors, 555 California Street, San Francisco, CA 94104.

Stuart Levine, Systems Analyst, BBDO, 1285 Sixth Avenue, New York, NY 10019.



indicates videotape replay

BEC

indicates Bayside Exposition Center

WTC

indicates World Trade Center

Conference Program Descriptions

Saturday, August 13

1:00-1:50

Session 81, Room F



BEC

(This session is a videotape replay of Session 52, held previously at World Trade Center)

Programmer/Developer Forum:

The Developer's Tool Kit: Update On MPW And MacApp

What tools do Apple's engineers use for software development? What's the latest on MacApp Version 2.0? What's new in MPW 3.0? What about C++, the hot new object-oriented version of the C programming language? SADE, Apple's new symbolic debugger? Projector, the MPW Project Management System? Tune in to this session for the answers to these questions and many more.

Joel West, President, Palomar Software (Moderator).

Harvey Alcabes, Product Line Manager, Macintosh Developer Products, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Saturday, August 13

1:00-1:50

Session 82, Commercial Complex

WTC

Introductory Workshop:

Getting Started In Programming

This introductory session will discuss the variety of programming languages available for the Macintosh — advantages, disadvantages, and applications of each; pitfalls to avoid; and some solid tips to get you started on the right foot in object-oriented programming and several other directions.

(This session will NOT be repeated.)

Sharon Zardetto Aker, Contributing Editor, *MacUser*, 950 Tower Lane, Foster City, CA 94404 (Moderator).

David Beaver, President, The Automation Group, Inc., 340 Townsend Street, Suite 414, San Francisco, CA 94107.

Dr. David Wilson, President, Personal Concepts, 635 Wellsbury Way, Palo Alto, CA 94306.

Saturday, August 13

1:00-1:50

Session 83, Harborview Room

WTC

Special Session:

The People's Court: Apple vs. Microsoft

What are the legal issues in the notorious Apple lawsuit against Microsoft over the "look and feel" of the Macintosh interface? What are the intellectual property right claims on both sides? What do leading industry experts think about the merits of the arguments on both sides? Using a simulated courtroom-drama format, this session will explore the issues and encourage the audience to decide who's right — and whether Bill Gates deserves the death penalty.

(This session will NOT be repeated.)

Jeffrey Tarter, Publisher, *Softletter*, 1679 Massachusetts Avenue, Cambridge, MA 02138 (Moderator).

Doug Houseman, Chairman, National Apple Users Group Conference/1988, P.O. Box 3197, Ann Arbor, MI 48106.

Dr. Andrew Singer, Vice President, Engineering, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Saturday, August 13

1:00-1:50

Session 84, Auditorium



WTC

(This session is a videotape replay of Session 49, held earlier at Bayside)

Introductory Workshop:

Getting Started With Databases

Choosing the right database product for your system needs is crucial. With the number of products now available, this decision has become even more complex. Should it stay relational? Should it be programmable? Do you need multi-user? Learn the differences between today's most popular products.

Nick Arnett, Senior Writer/Macintosh, *InfoWorld*, 1060 Marsh Road, Menlo Park, CA 94025 (Moderator).

Rich Coulombre and **Rick Kollmeyer**, Co-Founders, The Support Group, P.O. Box 2778, Quincy, MA 02269.

Saturday, August 13

1:00-1:50

Session 85, Back Bay Room

WTC

(This session is a videotape replay of Session 38, held earlier at Bayside)



Solutions Session:

The Mac In Education

Educators of all kinds are benefitting from inventive, powerful uses of the Macintosh in a wide variety of settings. This session will look at the exciting role the Mac is playing in the classroom, on the campus, and more.

Dr. Inabeth Miller, Special Assistant for Technology, Boston Museum of Science, Science Park, Boston, MA 02114-1099.

Richard Brown, Manager, Special Projects, Dartmouth College, Kiewit Computation Center, Hanover, NH 03755.

Douglas Green, Director, Computer Services, Binghamton City Schools, 98 Oak Street, Binghamton, NY 13905.

Maureen McConnell, Boston Museum of Science, Science Park, Boston, MA 02114-1099.

Saturday, August 13

2:00-2:50

Session 88, Room F



BEC

(This session is a videotape replay of Session 40, held earlier at World Trade Center)

Solutions Session:

The World Of Macintosh Animation And Graphics

Mac animation techniques are improving by leaps and bounds. Animated titles, interactive presentations, adding animation to HyperCard, and the Mac's role in creating CD-I games are just a few of the topics that will be discussed in this session.

Erfert Nielson Fenton, Contributing Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107 (Moderator).

David Feldman, Vice President, Product Development, ICOM Simulations, 648 Wheeling Road, Wheeling, IL 60090.

Marney Morris, President, Animatrix, Inc., 2133 Yale, Palo Alto, CA 94306.

Erik Neumann, Programmer, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657.

William Volk, Vice President, Technical, Aegis Development, Inc., 2210 Wilshire Boulevard, Suite 277, Santa Monica, CA 90403.



indicates videotape replay

BEC

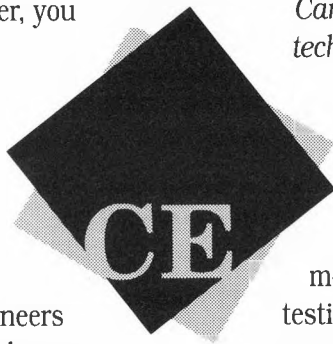
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Conference Program Descriptions

Saturday, August 13

2:00-2:50

Session 89, Auditorium



WTC

(This session is a videotape replay of Session 21, held earlier at Bayside)

Trends Session:

Mac-To-Mac Connectivity Update

A discussion of the latest developments in Macintosh networking, along with a look at what's on the drawing board — and how these trends are likely to impact users.

Tony Bove and **Cheryl Rhodes**, Authors/Consultants, P.O. Box 620025, Woodside, CA 94062 (Moderators).

Reese Jones, President, Farallon Computing, Inc., 2150 Kittredge Street, Berkeley, CA 94704.

Spencer Leyton, Vice President, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043.

Rich Shapero, General Manager, TOPS, 2560 Ninth Street, Berkeley, CA 94710.

Richard Skeie, President, CE Software, Inc., 1854 Fuller Road, West Des Moines, IA 50265.

Saturday, August 13

2:00-2:50

Session 90, Back Bay Room

WTC

(This session is a videotape replay of Session 50, held earlier at Bayside)

Solutions Session:

CAD On The Macintosh: User Perspectives



This panel will examine how the Macintosh has been put to actual use in a variety of sophisticated and demanding CAD applications and environments. Included will be: a description of how the Mac is used at Walt Disney Imagineering in the conceptual stages of design; how the Mac was integrated into MIT's long-range planning efforts which involve a micro-based, mixed machine environment; the integration of the Macintosh into the professional architectural environment; and how the Mac was used for design and simulation on the NASA Space Station project.

David L. Peltz, Associate Editor, *The CAD/CAM Journal*, 20540 Celtic Street, Chatsworth, CA 91311 (Moderator).

John Beilock, Special Effects Designer, Walt Disney Imagineering, 1401 Flower Street, Glendale, CA 91201.

Robert K. Kaynor, Associate Director,

Planning Office, Massachusetts Institute of Technology, 77 Massachusetts Avenue, Room 12-156, Cambridge, MA 02139.

Creighton Nolte, AIA, Creighton Nolte & Associates, 744 G Street, Suite 209, San Diego, CA 92101.

Chipp Walters, Senior Partner, Design Edge, Inc., 14503 Bammel, Suite 205, Houston, TX 77014.

Saturday, August 13

2:30-3:20

Session 94, Room G

BEC

Advanced User Tips:

Getting The Most Out Of Databases

A collection of tips and techniques for designing good, functional, and efficient databases, along with solid advice on determining which database to use for which types of applications. Also on the agenda: a discussion of the pros and cons of doing a database in-house or bringing in a consultant.

(This session will NOT be repeated.)

Ben Calica, Author, *The Macintosh Advisor*, and Product Manager, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126.

Saturday, August 13

2:30-3:20

Session 95, Room E

BEC

Special Session:

How It All Began: The Making Of The Macintosh

A stroll down Macintosh Memory Lane with some of the pioneers that were there at the beginning of it all, including film clips of early commercials and a few surprises.

(This session will NOT be repeated.)

Jack Hodgson, President, AdvenTech, 369 Massachusetts Avenue, Suite 182, Arlington, MA 02174 (Moderator).

Andy Hertzfeld, Software Wizard, c/o Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014.

Burrell Smith, Vice President, Advanced Technology, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Saturday, August 13

2:30-3:20

Session 96, Harborview Room

WTC

Trends Session:

What You Should Know About Macintosh Hardware

What's on the horizon for scanners, printers, monitors, and other essential Macintosh hardware and peripherals? This panel of experts will put you in the know.

(This session will NOT be repeated.)

Moderators: **Daniel Farber**, Industry Editor, *Macintosh Today*, 501 Second Street, San Francisco, CA 94107; and **Rob Hahn**, Contributing Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107.

James C. Ackerly, President, Nutmeg Systems, Inc.

Kevin Curran, President, General Computer Corporation, 580 Winter Street, Waltham, MA 02154.

Steven Edelman, President SuperMac Technology, 950 North Rengstorff Avenue, Mountain View, CA 94043.

Steven Katamy, President, Custom Memory Systems, 826 North Hillview Drive, Milpitas, CA 95035.

James McNaul, Vice President, Strategic Planning, Datacopy Corporation, 1215 Terra Bella Avenue, Mountain View, CA 94043.

Bryan Speece, Chief Operating Officer, Jasmine Technologies, Inc., 1740 Army Street, San Francisco, CA 94124.

Saturday, August 13

2:30-3:20

Session 97, Commercial Complex

WTC

Solutions Session:

The Mac In Healthcare: Dr. Macintosh Answers Her Page (And It's Not a "Code Blue")

The Macintosh is now an established tool for medical computing, in use in doctors' offices as well as in the nation's leading medical centers. In this session, panelists will discuss some of the ways that the Macintosh can support the work of health care professionals, including: how the Mac is used by physicians for managing the latest medical information electronically; how one physician has incorporated Macintosh computers into the management of his office practice; a report on Apple's



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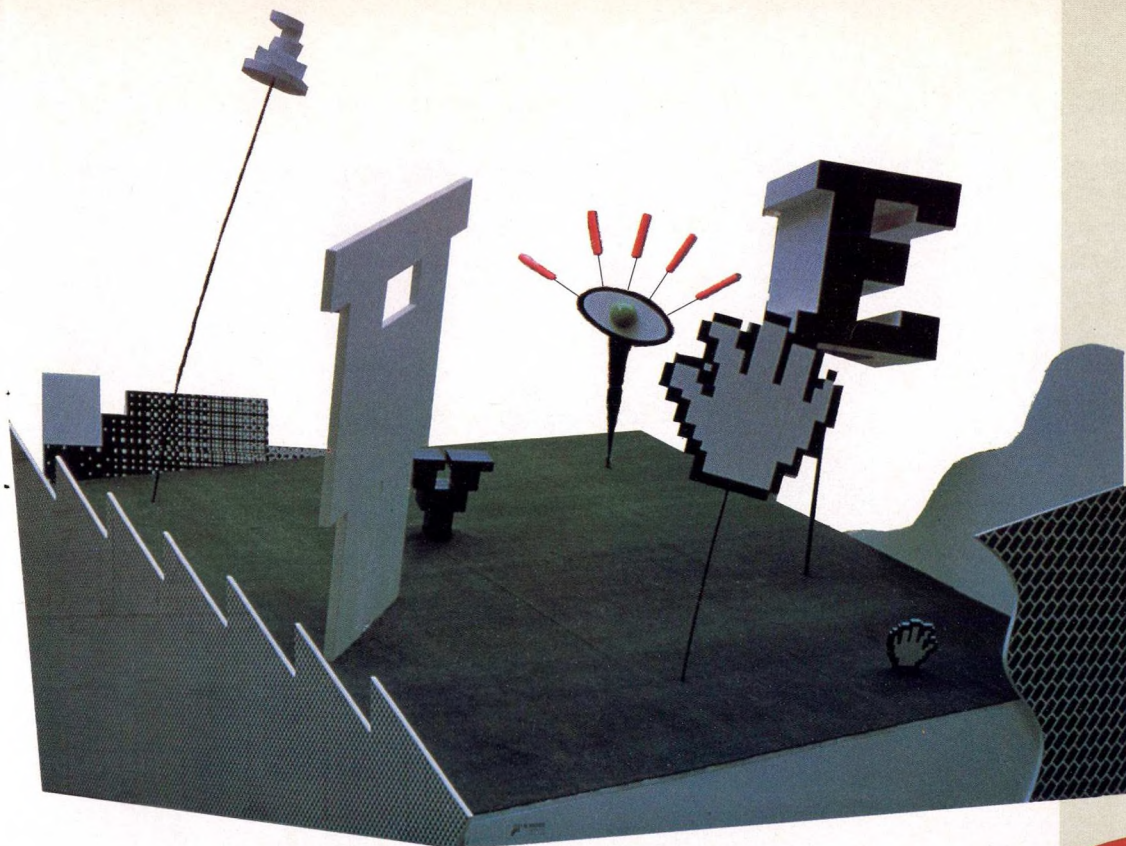
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ART CONTEST



- **First Prize**
(Mac II)
Pacific Wave Sculpture
April Greiman

- **Runner-Up**
(\$2000)
Burnout
David Herrold



Macintosh Masters

Winners' work is featured in MACWORLD's August issue. Ask for your free copy at our booth at Bayside or the World Trade Center. (Free copies of the September issue are also available.)

Fine Art
Pacific Wave Sculpture
April Greiman

Animation
Burnout
David Herrold

Illustration
Street
Bert Monroy

3D/Image Synthesis
Southwest Meander
Looking South
Dan Spence

Graphic Design
L'art offensif
Alain Côté/Yve Bernard

Technical Illustration
High Performance
Michael Scaramozzino

Good show!

From cartoons to blueprints, street scenes to street sculpture, MACWORLD salutes every entry to our first annual Macintosh Masters art contest. If you didn't win a Mac II or \$2000, don't give up. Get back to your Mac and take us by storm next year!

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The Best-connected

Mac to Mac



Kinetics advances the connectivity frontier with Ethernet for the Macintosh. Now you get truly faster AppleTalk so your Macintoshes can communicate as high-speed personal workstations. And because we're compatible with the new EtherTalk standard, you can use your standard AppleTalk software packages including file and disk servers, multi-user database systems, and electronic mail.

Enter the high-end of AppleTalk networking with the Kinetics EtherPort SE. With this internal Ethernet option card for the Macintosh SE, choosing Ethernet for applications networking is as easy as clicking a control panel selection.

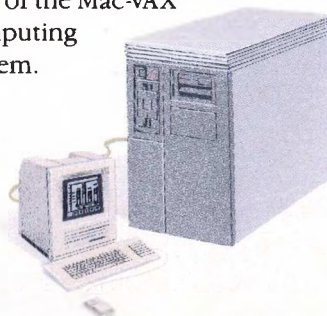
For the SCSI-based Macintosh, including the Macintosh Plus, you can have direct access to Ethernet through the SCSI device chain. Just add on the Kinetics EtherSC, our outboard Ethernet controller.

And to mix-and-match Macintoshes on Ethernet with Macin-

toshes on AppleTalk Personal Network cabling, the Kinetics FastPath AppleTalk-Ethernet gateway connects the two networks. The FastPath acts as a bridge between networks, providing full support for AppleTalk zones.

Mac to VAX

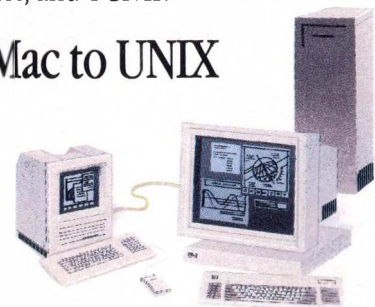
Ethernet is the network of choice in the DEC world. And the Macintosh fits naturally into the DEC world with Kinetics products for the Apple-DEC connection. Your Macintosh on an AppleTalk network, or connected directly to Ethernet, now becomes a vital part of the Mac-VAX computing system.



Let the VAX be a file server for the Macintosh. Let the Macintosh be a terminal for the VAX. Share printing resources along both networks. And access the worldwide services of DECnet.

Kinetics products provide the foundation for the best third party packages adding network values and building on AppleTalk, DECnet, and TCP/IP.

Mac to UNIX



Put together the versatility of the Macintosh and the portable, programmable power of UNIX, and you have an ideal network team. Kinetics unites the two with K-Talk, Kinetics' own AppleTalk for UNIX.

Macintoshes Begin Here. . .



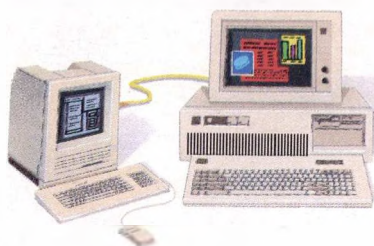
"See Us In Booths 1736 & 5221 in Both of Mitch's Halls"

Or simply use TCP/IP on the Macintosh.

Kinetics and our third-party partners offer seamless software built on AppleTalk or TCP/IP to bring the UNIX and Macintosh worlds together. AppleTalk development tools are also available from Kinetics for UNIX programmers who wish to develop custom UNIX-Macintosh solutions. In addition, UNIX system vendors offer special UNIX-Macintosh packages.

Mac to PC

And of course the well-connected Macintosh cannot ignore the IBM PC and compatibles. Whether the PC is on an AppleTalk Personal



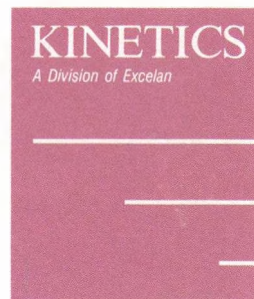
Network connected through the FastPath to Ethernet, or whether the Macintosh shares Ethernet with a PC, the Kinetics open-system family of products ensures high performance and optimum communications.

Mac to Everything

Kinetics already offers Macintosh networking to more systems than anyone else. And now, as part of Excelan, we're united with the leader in TCP/IP-based heterogeneous networking. Together we offer high-performance, host-to-host communication among the broadest range of systems in the LAN industry — VAXes, PCs, UNIX, micros, minis, Macs and mainframes.

For further information on Kinetics and Excelan products,

third-party solutions, or the name of the dealer nearest you, please contact Kinetics or Excelan.



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San Jose, California 95131
800-EXCELAN 408-434-2300
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Enjoy a big Mac without eating anything.

What's this stack of DOS software doing next to a Macintosh® II? Waiting to be thrown out, right?

Wrong.

And while we're on the subject, what on earth is Lotus® 1-2-3® doing on these Mac screens?

Would you believe it's running?

That's right, 1-2-3 now runs—very smoothly and very quickly—on the Mac II and SE.

So does SideKick® dBASE III PLUS®. The Norton Utilities™. Microsoft® Flight Simulator. And all the DOSware we're aware of.

Including the programs—and data files—you assumed you'd have to eat in order to enjoy the fruits of Macintosh.

Teach your old DOS new tricks.

With SoftPC® software, running your favorite DOSware on your Mac is as easy as opening a window. And just as transparent.

You can open several DOS windows at once. Or both DOS and Mac windows. Then you can jump back and forth between them. Even cut and paste.

Remember, you're on a Mac now, so you can do new things with your old DOSware.

But if you feel nostalgic, you can always put your new Mac on a LAN with your old PCs.

(Shhhh. With SoftPC, your LAN can't tell the difference.)

Food for thought.

SoftPC is either the best thing to

happen to DOS or the best thing to happen to Macintosh.

For sure, it's the best way we can think of to spend \$595.

You'll only have to spend it once. Because SoftPC is designed to take advantage of the latest technology.

Even technology that isn't here yet.

Fortunately, SoftPC is here now. Your dealer will be delighted to give you a demonstration.

Just ask for a big Mac with plenty of DOS.



SoftPC even runs on your accelerated Mac SE.

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See us at booth #1906 Bayside.

Conference Program Descriptions

current thinking about the Macintosh in health care.

(This session will NOT be repeated.)

Moderators: **Scott Finley, M.D., M.P.H.**, Co-Director, BCS/Medi-Mac Healthcare User Group, and Assistant Vice President, ClinMan, Inc., 51 Sawyer Road, Suite 450, Waltham, MA 02154; and **Steven Locke, M.D.**, Co-Director, BCS/Medi-Mac Healthcare User Group, and Center for Clinical Computing, Harvard Medical School, 350 Longwood Avenue, Boston, MA 02115
Chris A. Christensen, M.D., 3737 San Dimas, Suite 101, Bakersfield, CA 93301.
John Luff, Director, Health Care Market, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Donald E. Stanley, D.O., Medical Director, Department of Laboratories, Rutland Regional Medical Center, 160 Allen Street, Rutland, VT 05701.

Saturday, August 13

3:00-3:50

Session 100, Room F



BEC

(This session is a videotape replay of Session 26, held earlier at World Trade Center)

Advanced User Tips:

Desktop Publishing Power Tips

The best authorities in the desktop publishing field aren't the people who sell the products; they're the people who use them. Experience in the field leads to the kind of practical hands-on tips, techniques, workarounds, and do's and don'ts that these advanced users will share. Expect frank, no-holds-barred commentary from this panel of desktop experts.

Susan Gubernat, Editor, *Publish!*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Diane Burns, President, TechArt, 3915D 24th Street, San Francisco, CA 94414.

James Felici, Technical Editor, *Publish!*, 501 Second Street, San Francisco, CA 94107.

Suzanne Watzman, Chairman, Watzman + Keyes Information Design, 222 Third Street, Cambridge, MA 02139.

Saturday, August 13

3:00-3:50

Session 101, Auditorium



WTC

(This session is a videotape replay of Session 23, held earlier at Bayside)

Programmer/Developer Forum:

New Adventures In Programming: System Software Add-Ons

INITs, cdevs, FKEYs, DAs, and gizmos — a discussion of these software modules: a survey of what's available, what they can do, how they work, their advantages and limitations.

Steven L. Brecher, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086 (Moderator).

Darin Adler, Cheese Host, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Lofty Becker, University of Connecticut Law School, 65 Elizabeth Street, Hartford, CT 06105-2290.

David Dunham, Partner, Maitreya Design, P.O. Box 1480, Goleta, CA 93116.

Chris Derossi, Technoid, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Paul Mercer, Finders Keepers, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Billy Steinberg, Video Specialists, 156 West 44th Street, Ninth Floor, New York, NY 10036-4011.

Saturday, August 13

4:00-4:50

Session 104, Room G

BEC

Programmer/Developer Forum:

Meet The Programmers!

Back by popular demand! An open forum discussion with leading Macintosh programmers discussing areas such as new graphic environments, advances in user interface, better programming models, and new hardware. Don't miss this opportunity to ask questions of these influential developers, to find out what they're up to, and to gain meaningful insights and feedback on development ideas!

(This session will NOT be repeated.)

Robert Simon, President, PS Publishing, 290 Green Street, Suite 1, San Francisco, CA 94133 (Moderator).

Steven L. Brecher, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086.

Dennis Brothers, Author/Consultant.

Don Brown, Senior Programmer, CE Soft-

ware, Inc., 1854 Fuller Road, West Des Moines, IA 50265.

Jan Eugenides, Senior Software Engineer, Solutions, Inc., P.O. Box 989, Montpelier, VT 05602.

Andy Hertzfeld, Software Wizard, c/o Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Cliff Joyce, President, Dubl-Click Software, Inc., 18201 Gresham Street, Northridge, CA 91325.

Scott Knaster, Writer/Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Duane Maxwell, Vice President, Software, Levco, 6160 Lusk Boulevard, Suite C-203, San Diego, CA 92121.

Scott Wiener, Senior Software Scientist, Ashton-Tate, Inc., 20101 Hamilton Avenue, Torrance, CA 90502-1319.

Dave Winer, Programmer/Entrepreneur, 1100 Sharon Park Drive #36, Menlo Park, CA 94025.

Saturday, August 13

4:00-4:50

Session 105, Room E

BEC

Trends Session:

Emerging Technology Update

What are the advantages of Macintosh and CD-ROM? How do industry experts see it being used in the future? With the advent of the Mac SE and Mac II, what's the outlook for artificial intelligence systems on personal computers? The answers to these questions (and more!) will be provided in this provocative look at new technologies that are about to impact all Macintosh users in a big way.

(This session will NOT be repeated.)

Louise Stanley, Associate Publisher, *Macintosh Today*, 501 Second Street, San Francisco, CA 94107 (Moderator).

Ruben Kleiman, AI Systems Research, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Andy Poggio, Manager, Optical Media, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.



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Conference Program Descriptions

Saturday, August 13

4:00-4:50

Session 106, Room F



BEC

(This session is a videotape replay of Session 63, held earlier at World Trade Center)

Trends Session:

Desktop Presentations Update, Part II: Electronic Media

The Macintosh can be used not only for creating terrific-looking presentation visuals, but also for delivering the presentations (or even creating them during a group session!). Animation, HyperCard, CD-ROM, laserdisks, special projectors, and other tools give presenters some advanced alternatives. This session will feature some of the possibilities for creating and delivering high-impact presentations without making slides, transparencies, and paper copies.

Dr. William L. Coggeshall, President, Desktop Presentations, Inc., 1260 L'Avenida, Mountain View, CA 94043 (Moderator).

Marc Canter, President, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657.

Ames Cornish, Desktop Presentations Marketing Manager, Apple Computer, Inc., 25025 Mariani Avenue, Cupertino, CA 95014.

F.X. "Skip" Millor, Director, Sales Implementation, Presentation Technologies - The Americas, Eastman Kodak Company, Inc., 343 State Street, Rochester, NY 14650.

Peter Winer, Vice President, Living Videotext Division, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043.

Saturday, August 13

4:00-4:50

Session 107, Harborview Room

WTC

Advanced User Tips:

Hypercard Secrets: Danny Goodman's Developer Clinic

Best-selling HyperCard book and stack author Danny Goodman shares his latest HyperCard and HyperTalk discoveries with everyone who writes stacks for in-house corporate, academic, commercial, and shareware audiences. There will be special emphasis on choosing stack structure, addressing the Macintosh user interface, using XCMDs, and improving HyperTalk script performance. Bring your questions

and stumbling blocks.

(This session will NOT be repeated.)

Danny Goodman, Author, *The Complete HyperCard Handbook*, and Contributing Editor, *Macworld*, 501 Second Street, San Francisco, CA 94107.

Saturday, August 13

4:00-4:50

Session 108, Commercial Complex

WTC

Solutions Session:

The Mac In The Law Office

The functions and features that make the Mac a unique machine are beginning to shine in the newest law office applications. Lawyers are now using multiple products in an almost seamless fashion to produce documents and work that is extraordinary in its breadth. And of course, hypertext finds the perfect home in a law office environment, with its ability to link not only documents but ideas within the documents. Finally, the unique graphics capabilities of the Mac have created substantial advances in forms generation and management techniques. These panelists will cover all these topics and provide additional last-minute product gossip as well. NOTE: This session has been scheduled last in the day to give you, at last, enough time for all your questions.

(This session will NOT be repeated.)

Martin Dean, Esq., Publisher, *The Electronic Lawyer*, 965 Union Street, San Francisco, CA 94133 (Moderator).

James Burger, Esq., Chief Counsel, Government, Apple Computer, Inc., 1892 Preston White Drive, Reston, VA 22091.

Harley K. Hiestand, Esq., Leader, BCS.MAC Legal User Subgroup, 48 Grove Street, Somerville, MA 02144.

Saturday, August 13

4:00-4:50

Session 109, Auditorium



WTC

(This session is a videotape replay of Session 37, held earlier at Bayside)

Trends Session:

Trends In Desktop Publishing

Where does desktop publishing go from here? To help you strategize for the future, this session will present: the outlook for desktop publishing and how it will affect you; who the major players are now — and who is likely to be in the future; what you should do today to be ready to capitalize on tomorrow's developments.

Don De Maio, Director, Graphics, Associ-

ated Press, 50 Rockefeller Plaza, Fourth Floor, New York, NY 10020 (Moderator).

Michael Boich, President, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.

Fred Ebrahimi, President, Quark, Inc., 300 South Jackson, Suite 1, Denver, CO 80209.

Douglas B. MacRae, Chairman, General Computer Corporation, 215 First Street, Cambridge, MA 02142.

Russ McCann, Marketing Manager, Letraset U.S.A., 40 Eisenhower Drive, Paramus, NJ 07653.

Heidi Roizen, President, T/Maker Graphics, 2115 Landings Drive, Mountain View, CA 94043.

Michael Solomon, Vice President, Aldus Corporation, 411 First Avenue South, Suite 200, Seattle, WA 98104.

Tom Virden, Business Systems Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Saturday, August 13

5:00-5:50

Session 112, Room G

BEC

Fifty Fabulous Business User Tips (In 50 Minutes!)

A hard-hitting powerhouse of invaluable how-to's, do's and don'ts, and pithy pointers for business users, delivered in a no-nonsense, rapid-fire format.

(This session will NOT be repeated.)

Bob Le Vitus, Editor-in-Chief, *The MACazine*, 8008 Shoal Creek Boulevard, Austin, TX 78766.

Arthur Naiman, Author, *The Macintosh Bible*, Box 7635, Berkeley, CA 94707;

Saturday, August 13

5:00-5:50

Session 113, Room F



BEC

(This Session is a videotape replay of Session 24, held earlier at World Trade Center)

Introductory Workshop:

Friendly Guide To Hypercard

Amanda Goodenough (author of The In-ego Series of HyperCard Stacks) and Dan Winkler (author of the HyperTalk language) demonstrate stacks, share scripts, and answer questions about stack design for aspiring HyperCard users and developers.

Amanda Goodenough, Author, *AmandaStories*, 1025 Martin Road, Santa Cruz, CA 95060-9721.

Dan Winkler, Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.



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Conference Program Descriptions

Saturday, August 13

5:00-5:50

Session 114, Back Bay Room **WTC**

The Macworld Expo User Group Extravaganza (MUSE), Part III

If you haven't yet joined a user group, this is the place to come see first-hand the kind of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of these sessions — held Thursday, Friday, and Saturday at 5:00 — is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the MACWORLD EXPO show floor. In addition, the panel of user group reps will offer an indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

Michael Costello, Meetings Director, BCS.MAC, 48 Grove Street, Somerville, MA 02144 (Moderator).

Bob Marean, President, Southern Tier Apple Core, 98 Oak Street, Binghamton, NY 13905.

Andy Reese, Chairman, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229-3585.

Bruce Tizes, M.D., Vice Chairman, LaserBoard, 1212 Fifth Avenue, New York, NY 10029.

Saturday, August 13

5:00-5:50

Session 115, Auditorium **WTC**

(This session is a videotape replay of Session 59, held earlier at Bayside)

Trends Session:

The Future Of Hypercard

A panel of industry insiders discuss trends they see developing in the HyperCard arena, and provide some insightful action steps you should take now to capitalize on tomorrow's developments.

Tim Bajarin, Vice President, Creative Strategies International, 2900 Gordon Avenue, Santa Clara, CA 95015 (Moderator).

Elon Gasper, President, Bright Star Technology, Inc., 1003 111th Avenue, N.E., Bellevue, WA 98004.

Bob Stein, Publisher, The Voyager Company, 2139 Manning Avenue, Los Angeles, CA 90025.

NOTES:



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Conference Faculty at a Glance



Speaker	Organization	Session Number	Speaker	Organization	Session Number
James C. Ackerly	Nutmeg Systems	96 WTC	Esther Dyson	<i>Release 1.0</i>	41 WTC
Darin Adler	Apple Computer	23 BEC	Fred Ebrahimi	Quark	37 BEC
Sharon Zardetto Aker	<i>MacUser</i>	82 WTC	Steven Edelman	Supermac Technology	18 WTC and 96 WTC
Harvey Alcabas	Apple Computer	52 WTC	Fred Engel	Technology Concepts	62 WTC
Nick Arnet	<i>InfoWorld</i>	49 BEC	Jan Eugenides	Solutions	104 BEC
Mike Bailey	National Apple Professional Information Exchange	17, 29 BEC and 69 WTC	Daniel Farber	Macintosh Today	96 WTC
Tim Bajarin	Creative Strategies International	59 BEC	Phil Farrand	Coda Music Software	79 BEC
Doug Baldwin	National Macintosh Computer Society	30 WTC	David Feldman	ICOM Simulations	40 WTC
Randy Battat	Apple Computer	25 WTC	James Felici	<i>Publish!</i>	26 WTC
David Beaver	The Automation Group	82 WTC	Erfert Nielson Fenton	<i>Macworld</i>	40 WTC
Loftus Becker	University of Connecticut Law School	23 BEC	Jay Fenton	Apple Computer	38 BEC
John Beilock	Walt Disney Imagineering	50 WTC	Chris Ferino	Macademia	30 WTC
Harold Berliner	Peat, Marwick	22 BEC	Scott Finley, M.D.	ClinMac	97 WTC
Michael Boich	Radius	37 BEC	Laurie Flynn	<i>InfoWorld</i>	5 BEC
Jerry Borrell	<i>Macworld</i>	14 BEC	Dick Fontana	Dataviz	17 BEC
Dr. Richard Boulanger	Berklee College of Music	79 BEC	Douglas K. Foster	John Deere Industrial Equipment	15 BEC
Tony Bove	<i>Desktop Publishing</i>	21 BEC	Elon Gasper	Bright Star Technology	59 BEC
Steven L. Brecher	Software Supply	23 BEC and 104 BEC	Ron Gibbs	Dow Chemical Company	15 BEC
Dennis Brothers	Author/Consultant	104 BEC	Dr. Stuart Gitlow	LaserBoard	67 BEC
Donald Brown	CE Software	104 BEC	Nat Goldhaber	Cole Gilburne Fund	41 WTC
Richard Brown	Dartmouth College	38 BEC	Amanda Goodenough	AmandaStories	24 WTC
Stephen V. Burakoff	Layered	22 BEC	Danny Goodman	Author	107 WTC
James Burger, Esq.	Apple Computer	108 WTC	Douglas Green	Binghamton City Schools	38 BEC
Douglas J. Burgum	Great Plains Software	22 BEC	James R. Groff	Network Innovations	17 WTC
Diane Burns	Tech Art	26 WTC	Susan Gubernat	<i>Publish!</i>	26 WTC
Ben Calica	Author	94 BEC	Rob Hahn	<i>Macworld</i>	96 WTC
Maggie Canon	<i>Macintosh Today</i>	18 WTC	Cynthia Harriman	Author	6 BEC
Marc Canter	MacroMind	63 WTC	F.L. Mike Harvey	NIBBLE Publications	10 WTC
Dash Chang	Chang Labs	22 BEC	Andy Hertzfeld	Software Wizard	95 BEC and 104 BEC
Daniel Cheifetz	Odesta	25 WTC and 62 WTC	Harley K. Hiestand, Esq.	BCS.Mac Legal User Subgroup	108 WTC
Chris Christensen, M.D.	Physician	97 WTC	Peter Higgs	Apple Australia	16 WTC
Joseph P. Cillo	Associated Capital Inventors	51 WTC	Peter Hirshberg	Apple Computer	17 WTC and 62 WTC
Dr. William L. Coggs	<i>Desktop Presentations</i>	7 BEC and 63 WTC	Glenn Hobin	Nashoba Systems	25 WTC
Raines Cohen	Berkeley Macintosh User Group	30 WTC	Jack Hodgson	AdvenTech	67 BEC and 95 BEC
Ken Coleman	Autographix	7 BEC	Doug Houseman	National Apple Users Group Conference	83 WTC
Carl Collobrium	Truvision	14 BEC	Charlie Jackson	Silicon Beach Software	14 BEC
Ames Cornish	Apple Computer	7 BEC and 63 WTC	Jan Jivmark	Apple Sweden	16 WTC
Michael Costello	BCS.Mac	30 WTC	Rule Johnson-Morris	Lintas: New York	30 WTC
Rich Coulombre	The Support Group	25 WTC and 49 BEC	Reese Jones	Farallon Computing	21 BEC and 59 BEC
Kevin Curran	General Computer	96 WTC	Cliff Joyce	Dubl-Click Software	104 BEC
Martin Dean, Esq.	<i>The Electronic Lawyer</i>	108 WTC	Dr. Prasad Kaipa	Apple Computer	18 WTC
Don De Maio	Associated Press	37 BEC	Mike Kane	Presentation Technologies	7 BEC
Robert B. Denny	Alisa Systems	62 WTC	Steve Katamay	Custom Memory Systems	96 WTC
Chris Derossi	Apple Computer	23 WTC	Marc Kaufman	Desktop Publishing and Design	8 WTC
Lee Doliber	Doliber & Skeffington	8 WTC	Guy Kawasaki	Acius	25 WTC and 95 BEC
David Dunham	Maitreya Design	23 BEC	Robert K. Kaynor	Massachusetts Institute of Technology	50 BEC
Nancy E. Dunn	<i>Macworld</i>	79 BEC	Paul King	Innovative Data Design	9 WTC
			Ruben Kleiman	Apple Computer	105 BEC

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Conference Faculty at a Glance

Speaker	Organization	Session Number	Speaker	Organization	Session Number
Scott Knaster	Apple Computer	104 BEC	Heidi Roizen	T/Maker Graphics	37 BEC
Rick Kollmeyer	The Support Group	25 WTC and 49 BEC	Mike Rosetti	Ashton-Tate	25 WTC
David R. Kosiur	<i>Connections</i>	15 BEC	Alain Rossmann	Radius	18 WTC
Thomas J. Lazear	VersaCAD Corporation	9 WTC	Daniel J. Ruby	<i>MacWEEK</i>	69 WTC
Ted Leonsis	Redgate Communications Corporation	17 WTC	Doug Rudman	Apple Corps of Dallas	13 BEC and 67 BEC
Louis Levin	Microsoft Corporation	7 BEC	Barry Schuler	Cricket Software	7 BEC
Stuart Levine	BBDO	51 WTC	Rich Shapero	TOPS	21 BEC
Bob LeVitus	<i>The MACazine</i>	112 BEC	Dr. Gursharan Sidhu	Apple Computer	41 WTC
Steven Levy	Author/Columnist	60 BEC	Robert Simon	PS Publishing	104 BEC
Spencer Leyton	Symantec Corporation	21 BEC	Dr. Andrew Singer	Radius	83 WTC
Avi Lipski	Micro CAD/CAM	9 WTC	Richard Skeie	CE Software	21 BEC
Peter Lisker	<i>Macintosh Today</i>	17 WTC	Bill Slapin	<i>Presentation Products</i>	51 WTC
Steven E. Locke, M.D.	Harvard Medical School	97 WTC	Burrell Smith	Radius	95 BEC
Mark Loncar	BBDO	29 BEC	Michael Solomon	Aldus	37 BEC
Terri Lonier	Lonier Associates	8 WTC	Sam Solon	White Pine Software	62 WTC
John Luff	Apple Computer	97 WTC	Bryan Speece	Jasmine Technologies	96 WTC
Douglas B. MacRae	General Computer	37 BEC	Cheryl Spencer	<i>Macworld</i>	60 BEC
Barbara Macy	The Desktop Design Group	8 WTC	Donald E. Stanley, D.O.	Rutland Regional Medical Center	97 WTC
Alfred Mandel	Redgate Communications Corporation	62 WTC	Louise Stanley	<i>Macintosh Today</i>	105 BEC
Bob Marean	Southern Tier Apple Core	114 WTC	Fred Stauder	Ecofin	16 WTC
Duane Maxwell	Levco	104 BEC	Hermann Stehlik	Apple Germany	16 WTC
Russ McCann	Letraset U.S.A.	37 BEC	Bob Stein	The Voyager Company	59 BEC
Maureen McConnell	Boston Museum of Science	38 BEC	Billy Steinberg	Video Specialists	23 BEC
James McNaul	Datacopy Corporation	96 WTC	Walter Stewart	National Institutes of Health	29 BEC
Paul Mercer	Apple Computer	23 BEC	David Szetela	Apple Computer	16 WTC
Stephen L. Michel	Author/Columnist	6 BEC	Jeffrey Tarter	<i>Soft.letter</i>	83 WTC
Dr. Inabeth Miller	Boston Museum of Science	38 BEC	Keith Thompson	Lexington Research	60 BEC
Larry Miller	Plato Picasso Midas Miller	8 WTC	Dr. Bruce Tizes	LaserBoard	114 WTC
F.X. "Skip" Millor	Eastman Kodak Company	63 WTC	Dr. James J. Truchard	National Instruments	18 WTC
Marney Morris	Animatrix	40 WTC	David Ushijima	<i>Macworld</i>	41 WTC
Arthur Naiman	Author	29 BEC and 112 BEC	Tom Virden	Apple Computer	37 BEC
Steven R. Nelson	Kinetics	62 WTC	William Volk	Aegis Development	40 WTC
Erik Neumann	MacroMind	40 WTC	Chipp Walters	Design Edge	50 BEC
Creighton Nolte, AIA	Creighton Nolte & Associates	50 BEC	Suzanne Watzman	Watzman + Keyes Information Design	26 WTC
Rich Norling	Language Systems Corporation	18 WTC	Joel West	Palomar Software	52 WTC
Henry Norr	<i>MacWEEK</i>	13 BEC	Scott Wiener	Ashton-Tate	104 BEC
Dr. Peter Olivieri	Boston College	5 BEC	Conrad Willeman	CLW Designs	8 WTC
Dr. Joel Orr	Orr Associates	9 WTC	Dr. David Wilson	Personal Concepts	82 WTC
David L. Peltz	<i>The CAD/CAM Journal</i>	50 BEC	David Winer	Entrepreneur	104 BEC
Andy Poggio	Apple Computer	105 BEC	Peter Winer	Symantec	63 WTC
Whit Porter	GTE Government Services	17 WTC	Leonard Wines	Los Angeles Macintosh User Group	67 BEC
Jim Rafferty	Cricket Software	14 BEC	Dan Winkler	Apple Computer	24 WTC
Kendall Redburn	ABA Software	14 BEC	Amy Wohl	Wohl Associates	29 BEC and 69 WTC
Andy Reese	Apple Corps of Dallas	13 BEC and 114 WTC	Paul Wright	Blyth Software	25 WTC
Cheryl Rhodes	<i>Desktop Publishing</i>	21 BEC	John Zeisler	Clarix Corporation	9 WTC
Stu Roberson	MEDIAGENIC	59 BEC			

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Exhibitor Descriptions

1st Aid Software, Inc. 610 **BEC**
42 Radnor Rd.
Boston, MA 02135

1st Aid Software offers free disk repair during the Expo. The 1st Aid Kit™ is designed to help resolve any Macintosh problem — from operating glitches to recovering data from damaged disks (including hard disks). The Kit contains powerful recovery software and a clearly-written troubleshooting guide which 1) lists every imaginable error condition, 2) helps you quickly track down solutions, 3) takes you step-by-step through each recovery process, and 4) shows you how to avoid future problems.

1st Desk Systems, Inc. 5663 **WTC**
7 Industrial Park Rd.
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3M Center, Bldg. 225-3N-01
St. Paul, MN 55144

3M brings the power of your Macintosh into the meeting room. 3M provides powerful meeting tools and the most complete how-to information in the desktop presentations industry. Print computer-generated graphics directly onto 3M transparency films using ink jet, dot matrix, thermal or laser printers or pen plotters. The 3M Thermal Transparency Maker transforms black-and-white originals, created by the laser writer, into colorful transparencies. 3M offers a full line of overhead projectors to accommodate any meeting room.

5th Generation Software 5024 **WTC**
1322 Bell Ave., Ste. 1A
Tustin, CA 92680

Fifth Generation Systems is exhibiting three utilities for the Macintosh: Suitcase, PowerStation and Fastback. Suitcase is the highly rated program that shatters the limit on Fonts, DA's and Fkeys and allows you to install an unlimited amount of each. PowerStation is a fast, easy and organized desktop alternative to the finder. Fastback is the FASTEST and safest backup available for your hard disk. No user should be without these timesaving utilities.

A.P.P.L.E. Co-op/Macintosh Horizons Magazine 5019 **WTC**
290 SW 43rd St.
Renton, WA 98055

For the serious Macintosh user who needs information that he knows is unbiased. Macintosh Horizons is a magazine published by the not-for-profit user group A.P.P.L.E. Co-op. In addition to receiving the magazine, members have full access to support services; a nationwide network of volunteer consultants, inhouse technical hotline and our bulletin board. Members who buy software and hardware through our catalog receive year end dividends on their purchases.

APDA - Apple Programmer's and Developer's Association 5019 **WTC**
290 SW 43rd St.
Renton, WA 98055

Sponsored by Apple Computer, Inc. the Apple Programmer's and Developer's Association (APDA) was created to provide a single, reliable source of software development tools and technical documentation for the entire Apple programming community. This membership organization now serves as a one-stop shopping center for Apple's non-retail technical development tools and languages (e.g. software supplements, manual drafts, tech notes). APDA also features language and tool products from other commercial developers.

A & A Co. Ltd. 820 **BEC**
186 Lincoln St.
Boston, MA 02111

Four software programs:

1. Mac Designer's Perspective — architect's tool
2. Sweet JAM — Japanese language front processor
3. Idea Driver — Hypertext program
4. Idea Engine — Combines word processor, card processor and outline processor

Aba Software Inc. 1844 **BEC**
41 Great Valley Pkwy.
Malvern, PA 19355

Aba Software, Inc. is a multi-disciplined company engaged in software development and marketing. The company will be demonstrating the latest version of "Draw it Again Sam . . ." its powerful paint and draw tool for graphic creation. Aba also plans to announce new products.

Please see our advertisement on pages 24-25

Abacus Concepts, Inc. 2020 **BEC**
1984 Bonita Ave.
Berkeley, CA 94704

Abacus Concepts will be showing its StatView line of statistical data analysis and presentation graphics software. Featured products will include: StatView II-descriptive and comparative statistics at main-frame speeds with custom color graphics for the Macintosh II and StatView SE + Graphics — all the functionality of StatView II now available to Macintosh Plus and SE users. NEW FROM ABACUS CONCEPTS: STATVIEW GLM- solves complex ANOVA and ANCOVA models with the ease of use that you've come to expect from Abacus Concepts.

Abaton 5628 **WTC**
48431 Millmont Dr.
Fremont, CA 94538

Abaton, which develops, markets and distributes personal computer products including a flat-bed and sheet feed scanner for the Macintosh, will feature: C-Scan Plus, our newest version of graphics software; PanelScan, the first scanning utility that resides in the Control Panel for greater accessibility; Mac OCR, a high performance solution for text scanning; ProPoint, an optical trackball made to complement the new generation of Macintoshes, and a 12/48 Fax-Modem. Watch for Abaton's newest product line.

Exhibitor Descriptions

Access Technology, Inc. 804 **BEC**
200 G Heritage Harbor
Monterey, CA 93940-2483

The Access/MindWork Division of Access Technology will demonstrate new releases of MindWrite and Trapeze business software. Release 2.0 of MindWrite, the integrated outlining and word processing program, introduces a powerful spell checker and proofreader, improved performance and the ability to import and export Microsoft Word and other document types. Trapeze Release 2.1, a presentation worksheet, demonstrates new MultiFinder background calculation and the ability to edit multiple fonts, styles and sizes within the same text block.

Accessories Plus 5157 **WTC**
65 Mt. Auburn St.
Cambridge, MA 02138

Acus, Inc. 5152 **WTC**
20300 Stevens Creek Blvd.,
Ste. 495
Cupertino, CA 95014

4th Dimension is a multi-user relational database for Macintosh. It allows database use at all levels of requirements from straightforward record management using built-in database functions to sophisticated, custom designed database applications that take full advantage of the Macintosh interface. Any 4th Dimension database can be used in a single or multi-user environment.

Addison-Wesley Publishing Co. 1806 **BEC**
Route 128
Reading, MA 01867

The exclusive publisher of The Apple Technical Library, a series of reference manuals that describe Apple hardware, system software and programming techniques. The Apple Technical Library titles are written by Apple Computer, Inc. and published by Addison-Wesley. Recently developed Macintosh versions of J.R.R. Tolkien's classic novels, The Hobbit and The Fellowship of the Ring will be demonstrated. As well, The Shadows of Mordor will be announced and shown demonstrated.

Adobe Systems, Inc. 1400 **BEC**
1585 Charleston Rd., P.O. 7900
Mountain View, CA 94039-7900

The new Adobe Illustrator 88 will be showcased by Adobe Systems Incorporated. Now available, Adobe Illustrator 88™ is a PostScript®-based drawing package developed to assist both the professional and novice artist in easily producing high quality drawings. Every tool of the original product is included with Adobe Illustrator 88 plus several new features such as color, a blending tool, pattern fills and masking. Additionally, free hand and auto trace tools have been provided to simplify and accelerate the drawing process.

Advanced Gravis Comp. Tech. Ltd. 5237 **WTC**
6894 Palm Ave.
Burnaby, B.C. Canada V5J 4M3

Introducing the new Gravis Mousestick. Designed as a mouse alternative for all Macintosh models, this high resolution optical controller combines the compatibility of a mouse with the benefits of a joystick. A separate micro-processor performs multi-function capabilities, e.g. auto centering, continuous repeat mode and variable cursor speed, sensitivity. Unique to the industry, the "Mousestick" features the same high quality durability and innovation you've come to expect from Gravis — including their one-year hassle-free guarantee.

AdvenTech 1835 **BEC**
369 Massachusetts Ave., #182
Arlington, MA 02174

The User Guide Series consists of 30 to 50 page training booklets that provide users with easy-to-read instruction in the most useful features of popular Macintosh applications. User Guides focus on particular aspects of a product and are presented in a form that can be used quickly and easily. In the series: Using Microsoft Word, Getting Started With Mac, Using Excel as a Database, Customizing Your Macintosh Software, plus many new titles announced at MACWORLD Expo.

AEC Management Systems, Inc. 5627 **WTC**
20524 Amethyst Ln.
Germantown, MD 20874

AESP, Inc. 5670 **WTC**
1680 N.E. 205 Terrace
N. Miami Beach, FL 33179

CompuTalk Plus is a device which allows up to five LocalTalk computers or printers to be connected together to form an AppleTalk Network System. CompuTalk Plus kits eliminate the need for individual LocalTalk drop boxes to be attached to each LocalTalk device. Connects up to (5) devices to AppleTalk Network. An AppleTalk Network System may be formed using only CompuTalk Plus kits or by intermixing CompuTalk Plus, LocalTalk connectors and PhoneNet kits.

Aesthetics Technology 5064 **WTC**
542 High St.
Palo Alto, CA 94301

As the leader in computer cosmetics, Aesthetics Technology presents its famous line of PAINTED MACINTOSH CASES, including the popular GRANITE model. The painted housings for Mac PLUS and SE are available through Apple-Authorized dealers only, who are invited to sign up at the show. INSTALLATION TAKES JUST HALF AN HOUR. Prices start at \$195. The new CPU housing, keyboard, and mouse do not void Apple's warranty. Watch for surprises in other booths at the show.

Affinity Microsystems, Ltd. 403 **BEC**
1050 Walnut St., Suite 425
Boulder, CO 80302

Tempo II — The next step in Macintosh automation. Tempo II adds window-relative and "smart menu" recording, Autopaste, universal macros (useful with DAs and extended keyboard), pop-up Tempo menus, and much more. Retail \$149.95. AffiniFile — Fast access to notes and graphics in a DA. AffiniFile files and finds notes and graphics via its Topics Index. Stores thousands of topics and subtopics, with up to 5000 words and a full-page color graphic in each. Retail \$79.95.

Aldus Corp. 1322 **BEC**
411 First Ave. South, Ste. 200
Seattle, WA 98104

Aldus Corporation is demonstrating PageMaker 3.0, the latest version of its page composition software. PageMaker now offers style sheets, automatic text flow, text wraparounds, image controls, spot color, and built-in templates. Aldus is also showing its Macintosh PostScript-language drawing program, Aldus FreeHand, and its new presentation graphics software.

Exhibitor Descriptions

Allan Bonadio Associates

5668 **WTC**

814 Castro St.
San Francisco, CA 94114

Expressionist 2.0 is a powerful desk accessory that enables mathematical equations to be quickly and easily placed into your word processor documents, something that word processors and page layout programs are incapable of. New features in version 2.0 include a user-configurable 2-way TeX interface, new equation structures, and a user configurable palette. ABA will also be showing a preliminary version of an algebraic manipulation program, currently under development.

Alpha Micro

636 **BEC**

3501 Sunflower Ave.
Santa Ana, CA 92704

Videotrax tape backup for the Macintosh family of computers provides the easiest, most reliable hard disk backup available today. Simply connect the Videotrax controller to your SCSI hard disk drive and to any commercial VCR through the familiar Video IN/Video OUT connections, and icon-driven software will guide you effortlessly through the entire operation. For completely remote controlled backups, use the Videotrax Enhanced VCR. Up to 160MB of information can be stored on a 2-hour tape.

Please see our advertisement on page 34

ALSoft, Inc.

300 **BEC**

22557 Aldine Westfield, Ste. 122
Spring, TX 77383-0927

Master Juggler™ (NEW) — Includes all the features of Font/DA Juggler™ Plus and much, much more. Font/DA Juggler Plus — Lets any application instantly use unlimited desk accessories, fonts, FKEYS, and Macintosh II sounds. DiskExpress™ — Optimize Macintosh disks for maximum speed and performance. dietician™ Dietary analysis by 23 nutrient values of 778 foods (expandable to 1500). ProLink™ — Copies text files to and from Apple 3.5" ProDOS disks. MacExpress™ — Generic application software development tool that implements a complete and consistent user interface.

Altsys Corp.

1619 **BEC**

720 Avenue F, Ste. 108
Plano, TX 75074

Altsys Corporation will be showing Version 2.0 of FONTASTIC PLUS, the professional bitmap font editor for the Macintosh. New features will include support for NFNT resources, support for very large bitmaps, and some surprising new features you'll want to come look at. We will also be demonstrating FONTOGRAPHER, the Macintosh's premier PostScript font editor and some new Fontographer fonts from Richard Beatty.

Americal Group

2024 **BEC**

12132 Shierman Way
N. Hollywood, CA 91605

American Liquid Light, Inc.

669 **BEC**

2301 W. 205th St., # 106
Torrance, CA 90501

American Power Conversion

2111 **BEC**

P.O. Box 3723
Peacedale, RI 02883

AOX, Inc.

360 **BEC**

486 Totten Pond Rd.
Waltham, MA 02154

AOX will be exhibiting their low cost DoubleTime-16 accelerator card which doubles the speed of a Macintosh SE. The card features a 16 MHz 68000 microprocessor; high speed no-wait-state cache memory; a socket for a 16 MHz 68881 math co-processor; a connector for a large screen monitor; and is compatible with all SE software and external hardware.

Apple Computer Australia

325 **BEC**

16 Rodborough Rd.
Frenchs Forest, NSW
Australia 2086

Apple Computer, Inc.

1618 **BEC**

10455 Bandleby Dr. M/S 2B
Cupertino, CA 95014

5440 **WTC**

5427 **WTC**

Founded in 1977, Apple Computer is a worldwide manufacturer of personal computers for use in business, education, and government markets, as well as in the home. Apple offers an extensive line of personal computers, peripherals, communications, and system software. Apple's Macintosh product family is characterized by ease-of-learning, graphics orientation and 32-bit technology. Apple's technological vision embraces both innovation and industry standards.

Applied Data Communications

600 **BEC**

14272 Chambers Rd.
Tustin, CA 92680

Ars Nova Software

644 **BEC**

P.O. Box 40629
Santa Barbara, CA 93140

Pracita Musica, version 2, is a comprehensive music training program featuring sampled sound, full MIDI compatibility, interactive staff notation, and a wide range of activities. The user can practice ear training for intervals, chords, melody, and rhythm, as well as pitch reading, spelling of intervals and chords, and melody writing. Practica Musica can invent its own melodies and rhythms, according to the user's choice of scale, meter, and key signature. A complete textbook is included.

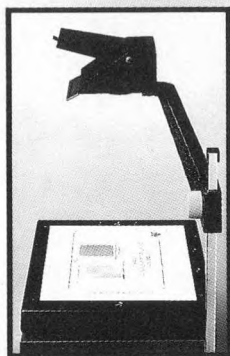
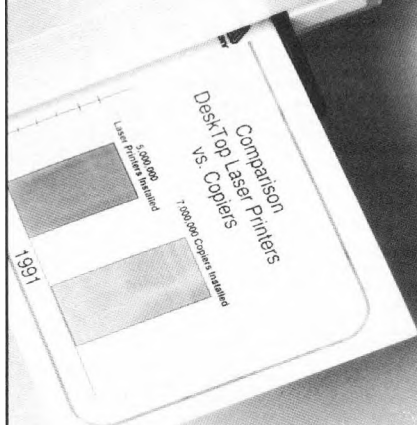
Asher Engineering Corp.

447 **BEC**

15115 Ramona Blvd.
Baldwin Park, CA 91706

The Asher Turbo Trackball is the new standard of precision control. Its easy to use, ergonomic design and high-reliability mil-spec encoder technology make it the users choice for fast, easy and precise cursor control. The Turbo Trackball plugs directly into the ADB mouse port (and still allows use of the mouse). Asher's custom ADB firmware delivers the highest resolution available for the Mac environment with over 250 counts per inch of tracking resolution.

Overheads for Laser Printers!



For great presentations use Avery Overhead Transparencies for Laser Printers. Sheets feed automatically from the paper tray of your HP,[™] Apple,[™] or other popular laser printer.

Avery Overhead Transparencies for Laser Printers (Product #'s 5182 & 5282) and Avery's complete line of Laser Printer Labels are available wherever computer and office supplies are sold. Or call **1-800-535-3232** ext. 30 for a **free sample pack**.



Exhibitor Descriptions

Ashton-Tate

1332 **BEC**

20101 Hamilton Ave.
Torrance, CA 90502-1319

dBASE Mac, an advanced relational database management system combining the power of Ashton-Tate's dBASE products with the ease of learning/presentation capabilities of the Macintosh. Full Impact, a full-featured multi-function spreadsheet combining power with superior business report capabilities to take advantage of the Macintosh design philosophy. FullWrite Professional, a state-of-the-art word processor combining desktop publishing and graphics capabilities in one completely WYSIWYG program enabling users to create and manipulate text and graphics.

Please see our advertisement on pages 88-89

AST Research, Inc.

408 **BEC**

2121 Alton Ave.
Irvine, CA 92714

Avalon Development Group

5662 **WTC**

1000 Massachusetts Ave.
Cambridge, MA 02138

PhotoMac turns the Macintosh II into an electronic photography workstation for color publishing and photo-retouching applications. Users can retouch, edit and enhance full-color images (24 bits/pixel) of virtually unlimited size all within the familiar Macintosh environment. Images can then be color separated and combined with formatted text from desktop publishing packages in preparation for printing. Color images can be transferred to the Mac II using, for example, a slide scanner, a flatbed scanner or a color framegrabber.

Avatar Technologies, Inc.

5504 **WTC**

99 South St.
Hopkinton, MA 01748

Avatar's MacMainFrame family provides a full range of solutions for any Apple Macintosh requiring access to IBM mainframes. MacMainFrame offers such features as 3278/79 terminal emulation, powerful file transfer capabilities, and user selectable color support for the Macintosh. The MacMainFrame family includes: MacMainFrame II and MacMainFrame SE, internal cards and software packages that connect the Macintosh II and Macintosh SE directly to an IBM 3270 network; and MacMainFrame DX, an external box and

software package that provides local or remote connection of any Macintosh (512Ke and above) to a 3270 network.

Avery

5639 **WTC**

818 Oak Park Rd.
Covina, CA 91724-3624

Avery will be demonstrating its complete line of laser printer supplies, including laser printer labels and overhead transparencies for desktop laser printers, designed to feed automatically from the paper tray of the new LaserWriter II and LaserWriter Plus printers. Avery will also feature List & Mail, a family of software, label and card products for mailing list management designed for the ImageWriter I/II and ImageWriter LQ dot-matrix printers, including address, shipping, filefolder and diskette labels and index, rotary index and postcards.

Please see our advertisement on page 54

Bantam Books, Inc.

324 **BEC**

666 5th Ave.
New York, NY 10103

BDT Products

321 **BEC**

17152 Armstrong Ave.
Irvine, CA 92714

BDT will display its Model MF 850 Laser-Feeder, a 3-bin automatic sheet and envelope feeder for the Apple LaserWriter Plus. In addition, BDT's new Model 880 3-bin and 890 4-bin LaserFeeders for the Apple LaserWriter II NT and NTX will be on display. BDT's unique resource driver, for complete operator control of the sheet feeders, is included with every LaserFeeder.

Bede Tech

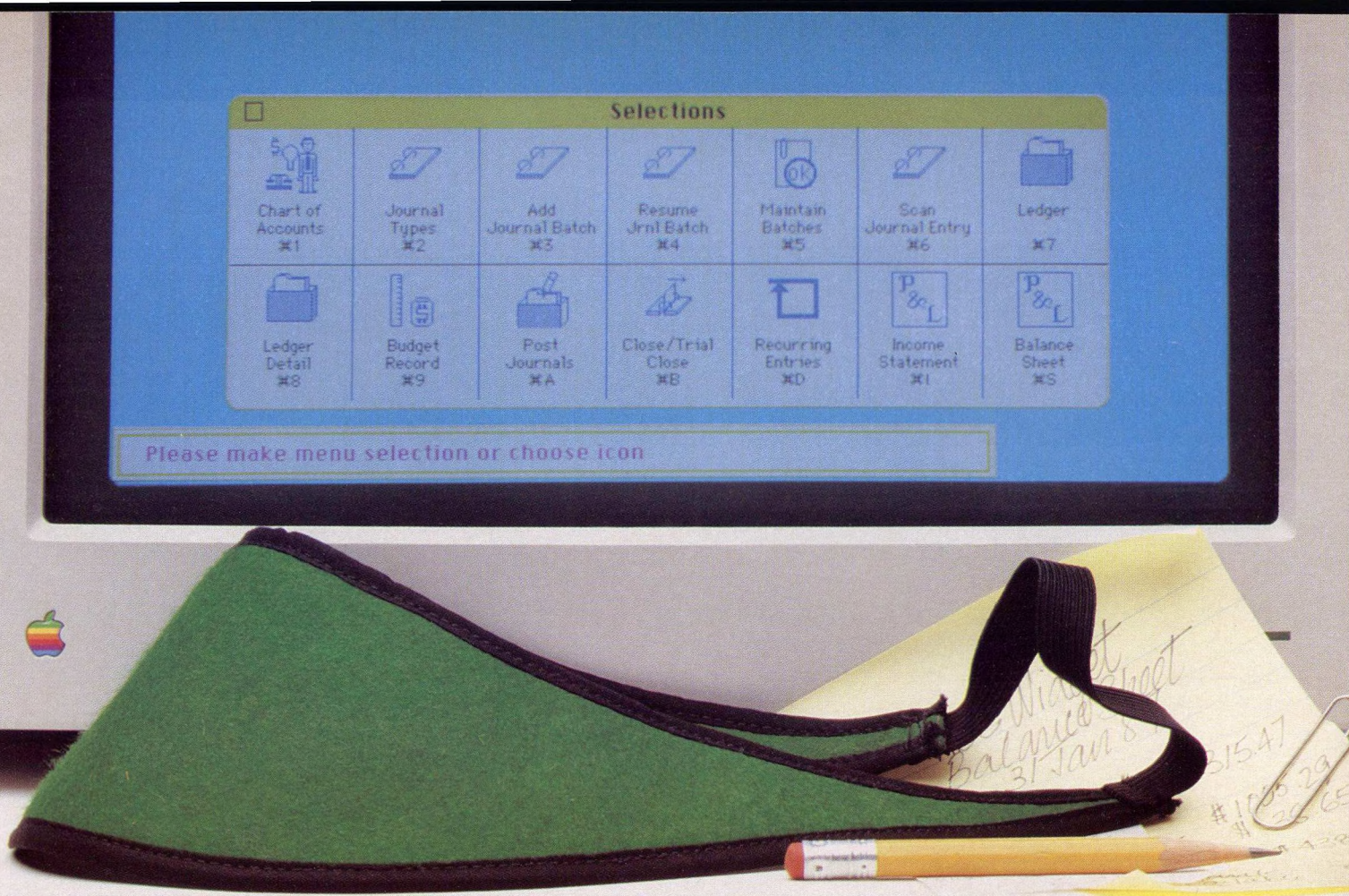
5056 **WTC**

8327 Clinton Rd.
Cleveland, OH 44144

Ribbon re-inkers to fit all fabric ribbon printers. Provides user with life-time supply of re-inked ribbons. Disk Organizers for the 3 1/2 and 5 1/4 disks. Holds 50 or 100 disks. Supplied in white or wood-grained finish. Printer Silencer. Cuts printer noise up to 90%. A must for home or office use. Hard Keyboard Covers for all Macs and the //GS. Clip Art Software featuring Educational, Business and Seasonal clip art. Mouse Pads and more!

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center



Accounting software for the Macintosh? Get serious.

When it comes to accounting software,
you get serious.

So do we.

We developed Flexware® for the serious
business user. Flexware is a full line of
accounting software, matured by 11 years of use
in 20 countries.

Flexware is for managers as well as
accountants. It presents data in meaningful
ways for informed business decisions. Quick
custom reports. Graphics. Even spreadsheets.

All with the simplicity of the Macintosh.®

And you can share its power on your
Macintosh network.

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Macintosh. Get serious.

I'm serious. I want more information on Flexware.

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Company _____

Street _____

City _____ State _____ Zip _____

Telephone() _____

Flexware, 15404 E. Valley Blvd., City of Industry, CA 91746
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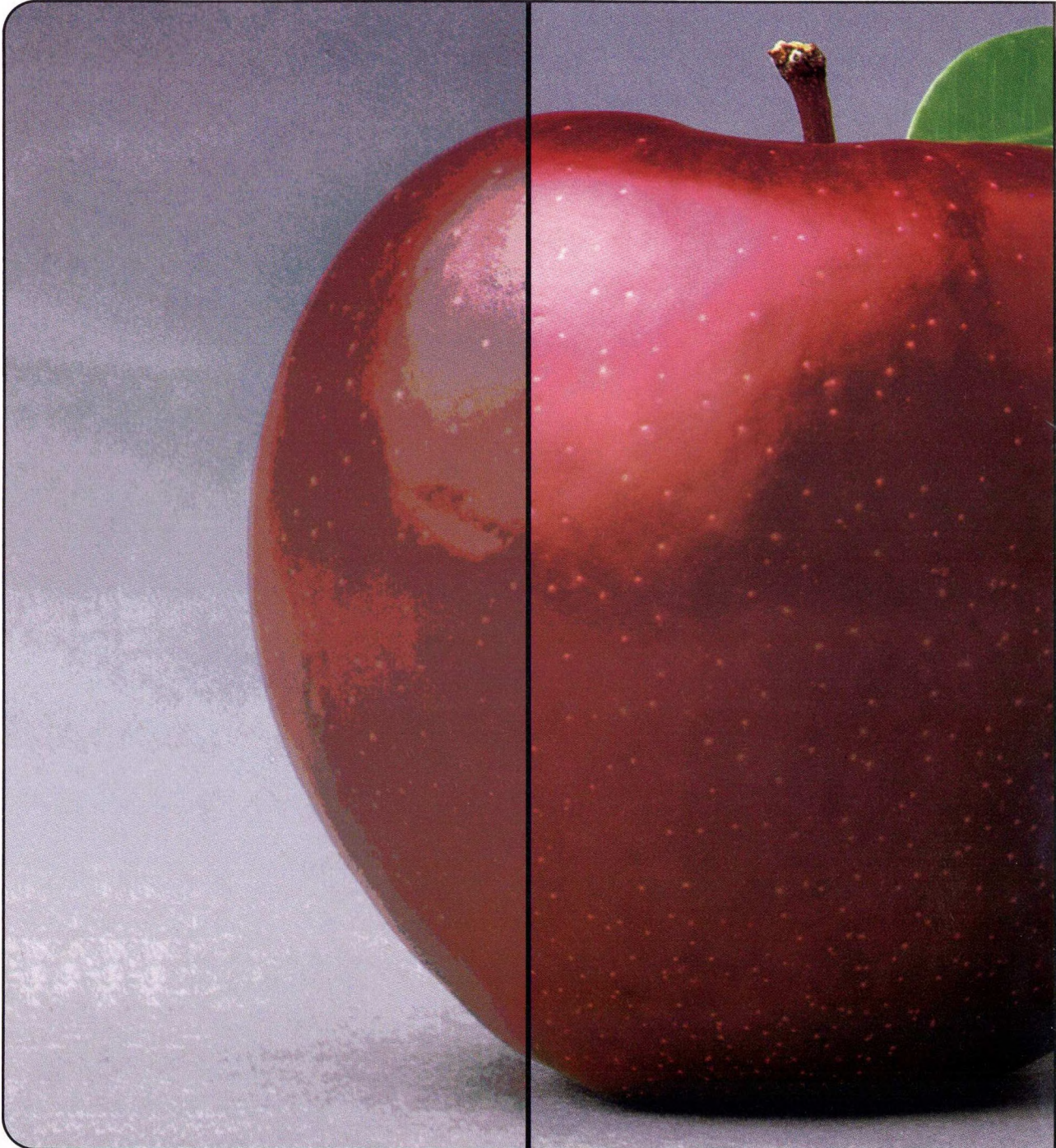
FLEXWARE

See us at Macworld Expo/Boston '88. Booth 5741.

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The Ultimate Color Somewhere Between

*You may also need a complete Mac II System with optional printer and scanner. © 1988, RasterOps Corporation. RasterOps, ColorBoard and TrueColor are trademarks of RasterOps Corporation. Mac II and QuickDraw are trademarks of Apple Computer, Inc. QuarkXPress is a trademark of Quark Inc. LaserPaint Color II is a registered trademark of LaserWare.



8-Bit Color Standard

24-Bit RasterOps TrueColor™

System Should Be n 8-Bits & \$250,000.



\$250,000 Color

Let's face it; for a lot of people 8-bit color is just fine. But for the highest quality image, there's nothing like the incredible impact of 24-bit TrueColor.™

And up till now, you could only get that kind of image from a system costing \$250,000 or more. The kind you see in print or broadcast production facilities.

But now, we're delivering the first 24-bit color for the Mac II. The RasterOps ColorBoard™ 104 and 19" Trinitron monitor.*

Of course, this system runs all software written to the Mac 8-bit QuickDraw™ standard. But with our ColorDraw extensions, these programs run on your screen in full 24-bit color.

As a result, you can look for a whole new level of image quality. In programs like QuarkXPress™ for desktop publishing. LaserPaint Color II® for image processing. Dimensions™ for 3D modeling. Along with presentation graphics. Desktop video. And anywhere else you can imagine.

RasterOps also makes a complete family of cutting-edge video products. Everything from options for direct output of NTSC compatible video to ultra high resolution displays. We even make the industry's most flexible 8-bit video solution for the Mac II. Which adjusts to the resolution of your Apple monitor, or goes all the way up to 1024 x 768.

Of course there's no way a magazine page can reproduce the way 24-bit TrueColor looks on the screen. So call us at 408-446-4090, for the name of your nearest dealer. And he'll show you where this kind of color looks its very best.

On your desk.

RasterOps™

10161 Bubb Road, Cupertino, California 95014
Facsimile Number: (408) 446-4168

TrueColor, TrueSolutions.
See us at the World
Trade Center
#5304

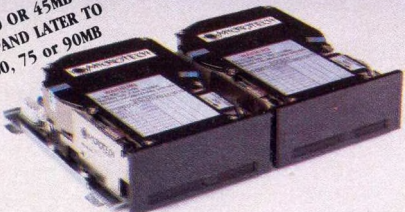
See us in Booth 208

Only One Company Guarantees You Make The Right Choice.



Y E A R
W A R R A N T Y

Microtech Peripherals is the *only* company that offers you a *guaranteed* right choice with the unprecedented Five Year Limited Warranty.* If you are making a purchasing decision on a hard disk drive for your Macintosh computer - Make the Right Choice!

 NOVA 20/30/50/80/120MB for Mac Plus, SE & II	From \$659 to \$1599	 NEW! NOVA T60 60MB Tape Backup for Mac Plus, SE & II	\$899
 MICRO MAC 30/45MB for Mac SE	30MB \$661 45MB \$849	 BUY 30 OR 45MB NOW EXPAND LATER TO 60, 75 or 90MB	As low as \$659

800-325-1895



Microtech Peripherals, Inc. 29 Business Park Drive/Branford, Connecticut USA 06405/(203) 488-8993

*The five year limited warranty is available on hard disk drives only, manufactured by Microtech International, Inc. and must be sold and delivered in the United States or Canada. Certain restrictions and exclusions apply. Terms and conditions of the five year limited warranty are available upon request. Prices and specifications are subject to change without notice.
NOVA AND MICRO MAC are trademarks of Microtech International, Inc. - Macintosh Plus, SE and II are trademarks of Apple Computer, Inc.

Exhibitor Descriptions

Bering Industries, Inc. 5134 **WTC**
240 Hacienda Ave.
Campbell, CA 95008

The Bering Totem family of removable drives offers unlimited storage, security, backup, data sharing, expandability and flexibility. Bering has been shipping Totem drives for almost two years. They are the perfect solution for high capacity storage demands. Using reliable Bernoulli technology, Bering Totem drives are resistant to head crashes. Bering Totem drives offer different combinations of fixed and Bernoulli drives to suit any storage requirements. Totem drives are compatible with Macintosh Plus, SE and II.

Please see our advertisement on page 50

Berkeley Systems Design Inc. 442 **BEC**
1708 Shattuck Ave.
Berkeley, CA 94709

Stepping Out II, the Macintosh Screen extender, gives your Macintosh the feel and features of a full page display. It allows you to work with full page layouts, big spreadsheets and wide tables using your standard Macintosh screen. New features include: Fixed Menus, 75% reduction, MultiFinder and Mac II compatibility, and now it is a control panel accessory.

Bitstream, Inc. 446 **BEC**
215 First St.
Cambridge, MA 02142

Bitstream, Inc., the first independent digital type foundry, supplies digital fonts to OEMs and personal computer users. The magnitude of Bitstream's OEM customer base and the success of its retail Fontware™ products has firmly established Bitstream® type and technology as an industry standard. As a new addition to its retail product line, Bitstream is introducing a line of high-quality bitmap fonts for the Macintosh® environment and QuickDraw™ printers.

Blackhole Technology, Inc. 1419 **BEC**
225 East St.
Winchester, MA 01890

MacTape™ is an auto-load 9 track tape system with an SCSI interface and software program that permits reading and writing between Macintosh and tape. MacTape includes utilities to read, write tapes, block and deblock files, do field extraction,

process fixed or varying length field/records. Low level libraries are available for creating applications and drivers. MacTape is available in tri- and quad-density.

BMUG, Inc. 1701 **BEC**
2150 Kittredge 3B
Berkeley, CA 94709

One of the largest and friendliest users groups anywhere and home of the PD ROM™. Our 5000 members world wide have access to the HELP LINE and BBS and receive a 300+ page semiannual newsletter containing tips, tricks, reviews and commentary. We have an up-to-date software library of 200 disks @\$3/each. Visit the booth to join, purchase disks, and to check out the disk SPECIAL, BEST OF BMUG disk packs.

The Boston Computer Society 1630 **BEC**
48 Grove St.
Somerville, MA 02144

The Boston Computer Society Macintosh User Group is the largest Mac group anywhere, with over 10,000 members. BCS.Mac is a non-profit educational organization providing members with: The Active Window, a 60-page monthly magazine; the definitive Public Domain and Shareware Software collection (w/250-page catalog!); multiline BBS; 64-page member discount book; over 20 monthly Mac meetings and seminars; telephone help, etc. SHOW SPECIALS include a new CD-ROM version of our software collection, and great discounts on software sets.

BrainPower, Inc. 5655 **BEC**
24009 Ventura Blvd.
Calabasas, CA 91302

Ongoing product demonstrations! Introducing ArchiText — breakthrough text analysis, management and presentation package for researchers, educators, and information managers. Data Scan — recovers numeric data from printed graphics. Quantifies line charts, bar charts, area charts and much more! MathView Professional — powerhouse numerical analysis package that combines speed and accuracy with tremendous computational and graphic power. StatView 512+ — simply the best statistical analysis package available today. Design Scope — first electronic design tool that simulates systems before designing component circuitry.

Bravo Technologies, Inc. 300 **BEC**
6 Bret Harte Way
Berkeley, CA 94708

Bravo will again be featuring MacCalc, the fastest and easiest to use Macintosh spreadsheet. Only MacCalc offers a full choice of format, font, size, and style for each spreadsheet cell, making MacCalc the premier desktop publishing tool for creation of great-looking tables. MacCalc has won MacUser's Editors Choice Award as The Best Spreadsheet and has been lauded as the spreadsheet of choice for users who want full functionality without undue complexity. (MACazine)

Bright Star Technology, Inc. 5052 **WTC**
14450 N.E. 29th, Suite 220
Bellevue, WA 98007

Alphabet Blocks — our FIVE MOUSE award winning software for learning phonics and letter names. Highest rating ever awarded by MacUser Magazine for an educational product! Talking Tiles — the latest breakthrough in educational software for K-adult, sure to be another award winner. HyperAnimator — anthropomorphic agents usher in the fifth generation computer interface — on the road to the "knowledge navigator" described by John Sculley. The first REAL RANDOM ACCESS ANIMATION.

Broderbund Software, Inc. 5565 **WTC**
17 Paul Dr.
San Rafael, CA 94903

Broderbund will showcase more than a dozen programs for the Macintosh, including award-winning Jam Session and four new titles: DTP Advisor, Shufflepuck, Drawing Table, and The Whole Earth Catalog (on CD-Rom). MacroMind's Video Works II will be shown with six add-ons. Also to be shown are Ultima IV and Moebius from Origin Systems, Physics from Sensei Software, Where in the World is Carmen Sandiego?, The Ancient Art of War at Sea and Type!

Byte Magazine 626 **BEC**
1 Phoenix Mill Ln.
Peterborough, NH 03458

Exhibitor Descriptions

C.I. Tech International, Inc.
4 Westchester Plaza
Elmsford, NY 10523

209 **BEC**

C.I. Tech International will be displaying and selling our quality line of accessories and supplies for Macintosh computers. These products include our line of 3.5" micro diskettes, which are available in rainbow and standard blue ten-packs. Our diskette files and computer bags store and protect valuable equipment at home or while travelling. Look also for our ribbons and print head cleaners to help maintain print quality on Imagewriter printers. Dealer/Distributor inquiries welcome.

CalComp, Inc.
470 Totten Pond Rd.
Waltham, MA 02154

5025 **WTC**

CalComp will be presenting its newest entries from the pen plotter, thermal transfer, and small format digitizer lines. On view, will be CalComp's new B sized thermal plotter with RGB screen-dump interface, the new Artisan 1025 E size pen plotter, and the popular 2300 DrawingBoard digitizer.

Cambridge Electronics, Inc.
225 Beacon St.
Somerville, MA 02143

5321 **WTC**

Please see our advertisement on page 37

Capilano Computing Systems, Ltd.
501-1168 Hamilton St.
Vancouver, B.C. Canada V6B 2S2

5319 **WTC**

DesignWorks is the only fully integrated circuit schematic entry and digital simulation package for the Macintosh. Features include: fully interactive simulation, continuous scrolling timing diagrams, support for plotters and laser printers, hundreds of standard devices with full simulation, PROM and PLD simulation and programming support, compatibility with Douglas CAD/CAM PCB layout, color support on the Mac II, full clipboard support for interface with word-processing and drafting packages. See us for a complete line of engineering software tools on the Macintosh.

CasadyWare, Inc.
P.O. Box 223779
Carmel, CA 93923

5570 **WTC**

CasadyWare, Inc. produces PostScript™ compatible typefaces. CasadyWare will be displaying the entire Fluent Laser Font™ Library for Laser printers and Fluent Fonts™ for the Apple Imagewriters. The display will include several new typefaces for PostScript compatible printers. The Fluent Laser Font typefaces provide the user with great variety and flexibility in the art of desktop publishing. Come take a look at what you can do with type.

CE Software, Inc.
1854 Fuller Road
West Des Moines, IA 50265

1810 **BEC**

QuickMail™, the second generation E-Mail system that provides real-time conferencing, personalization, prioritizing, return receipts, groups, and more. QuickKeys™ puts your keyboard in overdrive and lets you park your mouse. CalendarMaker™ for professional presentation-quality calendars. DiskTop™, a desk accessory Finder with powerful "Find" capabilities. MacBILLBOARD™, a Paint program that makes posters, certificates, iron-on transfers, banners, coupons, greeting cards, and more. MockPackage Plus™ includes MockWrite™, MockTerminal™, MockPrinter™, MockChart™, and EZ-Menu™.

Please see our advertisement on pages 64-65

CG Graphics Arts Supply, Inc.
481 Washington St.
New York, NY 10013

268 **BEC**

LASEREDGE High Resolution Reproduction and Presentation Laser Papers. Get high resolution from plain paper laser printers, graphic copiers and color plotters. LASEREDGE high resolution Papers/Films are waxable for graphic make-up. The bright white background, denser black images and finer edge of line allow enhanced capability for 300 dpi to reproduce on camera for offset printing. Give your laser printer an upgrade.

Chang Laboratories, Inc.
5300 Stevens Creek Blvd.
San Jose, CA 95129

5128 **WTC**

Two products on display: C.A.T., a relational database for managing Contacts, Activities, and Time; and Rags to Riches, the most widely used and most complete Mac accounting series. Rtr is easy to use, operates in real time, is aimed at small to medium-size businesses. C.A.T. features are high volume, very high speed, sophisticated mail merge, and task automation. Meant for anyone whose success depends on cultivating or servicing large numbers of contacts.

CheckMark Software, Inc.
1520 East Mulberry, Ste. 200
Ft. Collins, CO 80524

5060 **WTC**

Accounting just became easier with three reasonably-priced programs from CheckMark. These easy-to-learn, easy-to-use programs were created especially for the Macintosh. Payroll is a complete payroll system for companies with 3 to 300 employees...or even more. MultiLedger™ combines G/L, A/R, A/P, and inventory tracking. Cash Ledger is the perfect G/L for most "cash basis" companies. It's also great for accountants and other professionals requiring "write-up" capability. Full-functioning demos of all three programs are available.

Please see our advertisement on page 61

Circo Business Solutions
1725A Little Orchard St.
San Jose, CA 95125

5452 **WTC**

Circo Business Solutions, the leading publisher of business accounting software, offers M.D.A.™ — Business and Basics formats as the base for payroll, manufacturing, job costing, time and billing, medical office and construction modules. All modules are available as stand alone packages or can be integrated with other Circo applications. All are multiuser in function and if need be, customization of any package can be accomplished through a Certified Support Center network.

Exhibitor Descriptions

CLARIS

5420 **WTC**

440 Clyde Ave.
Mountain View, CA 94043

Claris Corporation will be featuring MacDraw II, a fast, flexible and precise drawing tool for business, design and engineering; MacWrite 5.0, the standard in word processing with the simplicity of Macintosh; MacPaint 2.0, a powerful, free-form graphics tool; MacProject II, a versatile management tool that allows users to plan, control and present projects of any size; SmartForm Designer, an advanced tool specifically created to quickly design professional forms, and SmartForm Manager, an intelligent tool for completing and managing electronic forms created with SmartForm Designer.

CMS

Enhancements, Inc.

436 **BEC**

1372 Valencia Ave.
Tustin, CA 92680

The CMS Enhancements offering of Apple compatible products includes: the "SPS" enclosure which accommodates "add-as-you-need" peripherals, the "SX" series which can accommodate up to four disks or tape backup for the Macintosh Plus, SE and II, external SCSI hard disk drives, portable hard disk drives and a 60 Mbyte streaming tape backup. For the Macintosh SE and II, CMS Enhancements offers internal SCSI hard disk drives.

Coda Music Software

5004 **WTC**

1401 E. 79th St., Ste. 1 & 2
Bloomington, MN 55425

FINALE TM: desktop music publishing software for the Macintosh (one megabyte). Finale TM masters the five major challenges of desktop music publishing: instant music transcription, flexible playback features, custom page layout, extensive music editing, and powerful printing capabilities. MACDRUMS TM: a software drum machine. It is a self-contained, fully programmable, MIDI-compatible, polyphonic drum synthesizer and sequencer program that incorporates digital samples of 35 real percussion instruments. For Mac 512K, Plus, or SE.

Cognition Technology Corporation

1318 **BEC**

55 Wheeler St.
Cambridge, MA 02138

Tools for organizing and communicating knowledge and expertise — for business and professional decision support — for

rapid prototyping of expert advisors to solve problems quickly and simply. 1. MacSMARTS, the world's best-selling and easiest-to-use Macintosh expert system tool. Now with two-way links to HyperCard. 2. MacSMARTS Professional, the choice of the leading Fortune 500. Now with full database access and color support for the Macintosh II.

CompServCo

1612 **BEC**

800 Freedom Ln.
Slidell, LA 70458

HyperGene is a genealogy program which keeps track of relatives whether by blood or marriage as well as information such as alias, spellings, land holdings, military history, artifacts, documentation, and bibliographies. Ancestors and descendants can be viewed or printed in a tree format from the point of view of any subject. At any time, a book can be printed with all of the appropriate trees and subject data sheets.

Compugraphic Corp.

5139 **WTC**

200 Ballardvale St. MS 200-4-5H
Wilmington, MA 01887

Compuneering Inc.

5538 **WTC**

113 McCabe Crescent
Thornhill, Ontario, Canada L4S 2S6

ENGINEERING: STRUCTURAL & CIVIL & SURVEYING. Our new surveying and land and road layout product, COGO MAC, will be demonstrated. Our structural analysis series: FRAME MAC (for frames, trusses and beams), BEAM MAC II (for continuous beams), BEAM MAC (for simple beams) & MacCOGO (for geometric & structural properties of shapes) will also be demonstrated. All are stand-alone, fast, fully interactive programs.

CompuServe

5804 **WTC**

5000 Arlington Center Blvd.
Columbus, OH 43220

The CompuServe booth will feature the CompuServe Information Service, the largest online information service in North America with over 450 databases covering more than 1,000 topics. The Macintosh User forums will be highlighted. CompuServe Navigator 3.0, a communications software package for the Mac, will be demonstrated. The product's developer, Michael O'Connor, will be on hand for questions or comments.

Please see our advertisement on page 71

ACCOUNTING for the Macintosh

Don't settle for spreadsheet templates, database adaptations, or programs which have been merely converted from the MS-DOS world. When you do your accounting on a **Macintosh**, you'll want something more ... usually much more.

We sell reasonably-priced accounting programs for small and medium-sized businesses. They're easy to learn and use because they were created only for the **Macintosh**!



Our payroll accounting program takes full advantage of the ease-of-use and power of the **Macintosh**. With **Payroll**, you'll be up and running in a fraction of the time it takes other payroll programs to lead you through their mazes of tutorials and set-up routines. It can be used as a stand-alone program or integrated with either of our two fine ledger programs.

...

MultiLedger™ is our complete integrated accounting system which combines General Ledger, Accounts Payable, Accounts Receivable, and Inventory tracking. The program generates customer invoices, customer statements, checks and a wide variety of valuable reports. A useful graphing feature is included, too.



Our **Cash Ledger** program is a full-featured accounting system for businesses utilizing a cash-basis method of reporting. It is also being used by many accountants and other professionals who require "write-up" capability.



Demos are available for all three programs.



CHECK MARK
SOFTWARE INC.

1520 EAST MULBERRY / SUITE 200
FT. COLLINS, COLORADO 80524
303-484-3541

In Canada ... 416-731-0744

1-800-444-9922

DEALER INQUIRIES INVITED

BEC indicates Bayside Exposition Center **WTC** indicates World Trade Center

Exhibitor Descriptions

Computer Expressions 110 **BEC**
3833 Chesnut St.
Philadelphia, PA 19104

Computer Expressions specializes in applying company logos to a line of premium quality Mouse Pads. A unique process provides superior resolution. Special inks penetrate into the pad. The entire pad's surface can be imprinted. Logos are guaranteed not to peel or crack. Personalized Program for Retailers and VARS now available. Mouse pads are available in three colors: grey, red, and green. Multi-color imprinting offered. 144 Pads are \$4.70. Sample with your logo \$12.50, shipped in 48 hours.

Computer Friends, Inc. 1911 **BEC**
14250 N.W. Science Park Dr.
Portland, OR 97229-5417

The Computer Giftware Company 1314 **BEC**
521 State St.
Glendale, CA 91203
The Computer Giftware Company designs, manufactures, and markets giftware

and corporate promotional items created using computer graphics and desktop publishing technology. Products include the full-color Mac DayDreams 1989 Wall Calendar created entirely on Macintosh, as well as color graphic mouse pads, drink coasters that look like 3.5" diskettes, and computer graphic wall clocks. Items range from \$7.95 to \$39.95 in price. Specially imprinted items for business promotions are available on request with quantity price breaks.

**Computer Shoppe/
Engineered Software** 1707 **BEC**
615 Guilford-Jamestown Rd.
P.O. Box 18344
Greensboro, NC 27419

A family of CAD products will be demonstrated in the ComputerShoppe/Engineered Software booth. PowerDraw™, MacPlots™, PowerDraw DXF Translator for the engineering or architectural professional. Many new features to be shown. PowerDraw has the features that set it apart from the competition, including Bezier curves, Macro Programming Language, 120 layers, multiple scales, and much more. For

those who need to co-exist in the MSDOS world of CAD, PowerDraw DXF Translator was designed with you in mind. Stop by for a demonstration.

Computer Ware 1940 **BEC**
490 California Ave.
Palo Alto, CA 94306

Computer Ware is the original "All Macintosh Source" in Silicon Valley. We carry the largest inventory of exclusively Mac products at the best prices at the show. Corporate and international sales representatives are on hand at our booth. We have phone order staff ready and waiting to take your order. Knowledgeable and friendly staff will be happy to help you. Small Business Sales 800-235-1155. Corporate Sales 415-496-1010. International Sales 415-496-1003.

**Please see our advertisement
on page 62**

Computers, Etc. 5145 **WTC**
216 Newbury St.
Peabody, MA 01960

Connect, Inc. 5035 **WTC**
10101 Bubb Rd.
Cupertino, CA 95014

MacNET® PC/MacNET™, and GoverNET™ software packages allow convenient, intuitive and inexpensive access to the Connect™ on-line communications & information service. Features include icon-based electronic mail with auto send and receive; disk file enclosure for all applications; text file transfers between Macintoshes and PC-compatibles; Macintosh and PC product information and support; link to Standard & Poor's 15-minute-delayed securities quotes; custom electronic forums for business, professional, and government groups; keyword searches of forum contents; automatic sign-on by one user.

Control Data Corp. 5241 **WTC**
P.O. Box O (HQNO8T)
Minneapolis, MN 55440

See us at
Booth 1940

Software & Accessories
One stop shopping for your Mac

**Largest selection &
best prices at Expo**

Friendly people

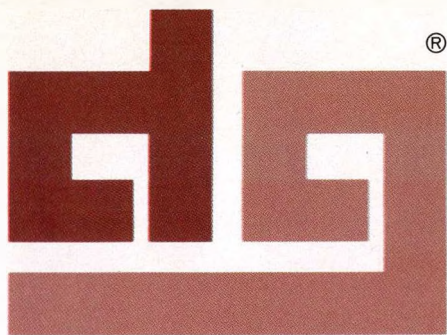
Call 800 235-1155
for Corporate or Phone Orders
2800 W. Bayshore Rd, Palo Alto, CA 94303



COMPUTERWARE
The Mac Source

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center



The graphic dimension in desktop publishing & electronic design is Dynamic Graphics, Inc.

A. **NEW! DeskTop Art DESIGNERS CLUB™**

in EPS FORMAT

Monthly Themed Graphics Collections on Membership Basis. Includes FREE subscription to *Bits 'n' Bytes*, The How-To Newsletter for Electronic Designers and Desktop Publishers.

B. **DeskTop Art™**

Themed art collections for the Macintosh™ (MacPaint™, MacDraw™ & FullPaint™ files) and IBM® PC & compatibles (PC Paintbrush (.PCX) format).

C. **NEW! Step-By-Step Video™**

New graphic arts how-to series premieres with *DeskTop Design: 1*, Basic Electronic Graphic Techniques, a how-to video introduction to the world of desktop publishing. Focuses on design techniques and typesetting principles plus overview of software and hardware.

D. **Clipper Creative Art Service®**

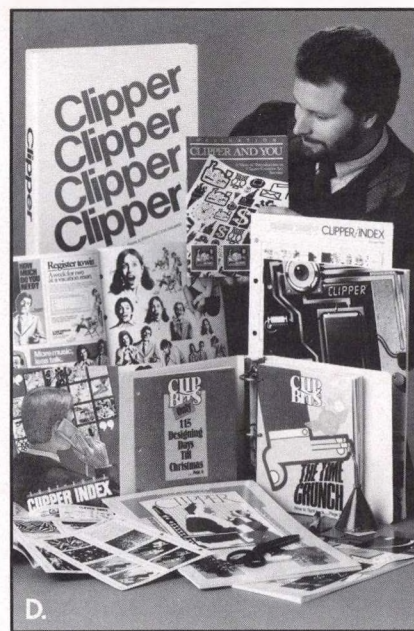
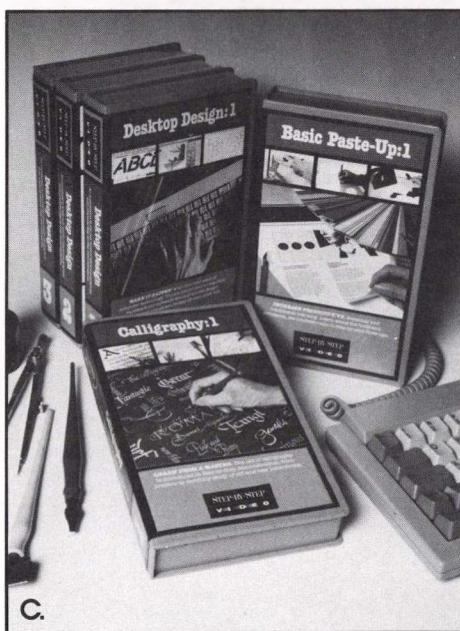
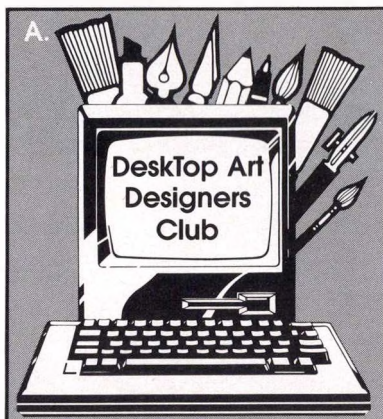
The world's most popular monthly hardcopy service with professional-quality scannable graphics and sample layouts for ads, brochures, bulletins and more.

E. **Themed Art Packages**

More than 60 scannable hardcopy collections covering a wide variety of subjects, including four brand new looseleaf packages for 4 Seasons, Humor, Design Devices and Business, Commerce & Industry.

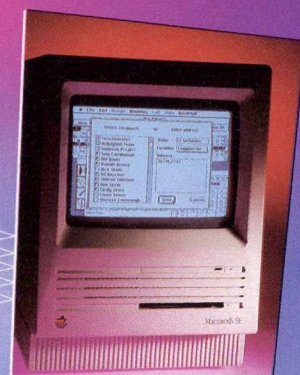
Visit us at Booth 1633!

Dynamic Graphics, Inc., 6000 North Forest Park Drive, Peoria, IL 61614-3592



QUICKMAIL™ THE NEW GENERATION ELECTRONIC MAIL PROGRAM FROM CE SOFTWARE.

FASTER, EASIER, MORE POWERFUL AND LESS EXPENSIVE.



There's something new available
in electronic mail: Ease. Speed.
Versatility. Real world feel.
QuickMail™!
The first complete mail program!

Whether you only have a few
computers connected to a
LaserWriter™ or hundreds with file
servers and gateways... QuickMail,
by itself, can make your office
more productive.

Conferencing.
Connectivity.
Compatibility.
Adaptability.

QuickMail has it all.
Yet...like Macintosh®, QuickMail's
sophisticated design is intuitive.
It's a breeze.

"One of the hottest new E-mail
products was previewed last month at
the MacWorld Expo in San Francisco.
The program, temporarily named
Project X, is from CE Software..."
— *Macintosh Today*, February 23, 1988

Suggested Retail: \$300 per 10 users.
MS-DOS Version Available This
Summer.
Contact your local dealer to schedule a
demonstration.



QUICKMAIL™
THE NEW GENERATION ELECTRONIC MAIL PROGRAM

QUICKEYS™

The keyboard enhancer for your Macintosh
For: Macintosh 512E, Plus, SE and II. This award winning program works with all keyboards, especially extended keyboards.

You told us macro programs were complicated, hard to learn and unreliable. We agreed. So, we wrote QuicKeys.

How fast can you learn to use QuicKeys?
How fast did you read this sentence?

All basic actions: opening programs, clicking and dragging, typing text, selecting menu items, buttons, sequencing actions and many more are condensed within a compact menu.

Virtually anything you can do with your Macintosh is done with a keystroke in QuicKeys. It even prints keyboard templates!
★★★★★ MacUser-Jan '88
Just \$99.95

Simply select an action from this menu, press a key and... Bingo! You're creating QuicKeys.

CalendarMaker™

Presentation quality calendars.

"If you use calendars, you need CalendarMaker"
- Nibble Mac, October 1987



"Every year I have the same problem: finding the ideal calendar... In answer to this universal dilemma CE Software has published CalendarMaker."
MacWorld, March, 1987

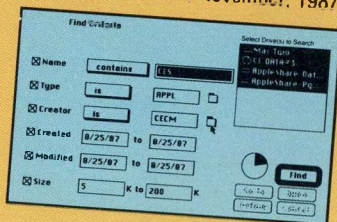
★★★★★ MacUser-Dec. '86

Enter events manually or import from programs including: MORE!™, SideKick™, BatteryPak™, SmartAlarms™. Export calendars to MacWrite, MacPaint, MacDraw, PageMaker and others... Just \$49.95

DiskTop™

A portable finder.

"DiskTop may well be the best desk accessory I've ever owned; I use it more than any other... this may be the best value in Macintosh software today."
The MACazine, November, 1987



★★★★★ MacUser-Aug. '87

With DiskTop you can find, copy, move, rename, create folders, and more without ever leaving the document you're working in.

DiskTop contains the most powerful yet easy to use "Find" command available on the Macintosh. Hard drive users love it. Just \$49.95

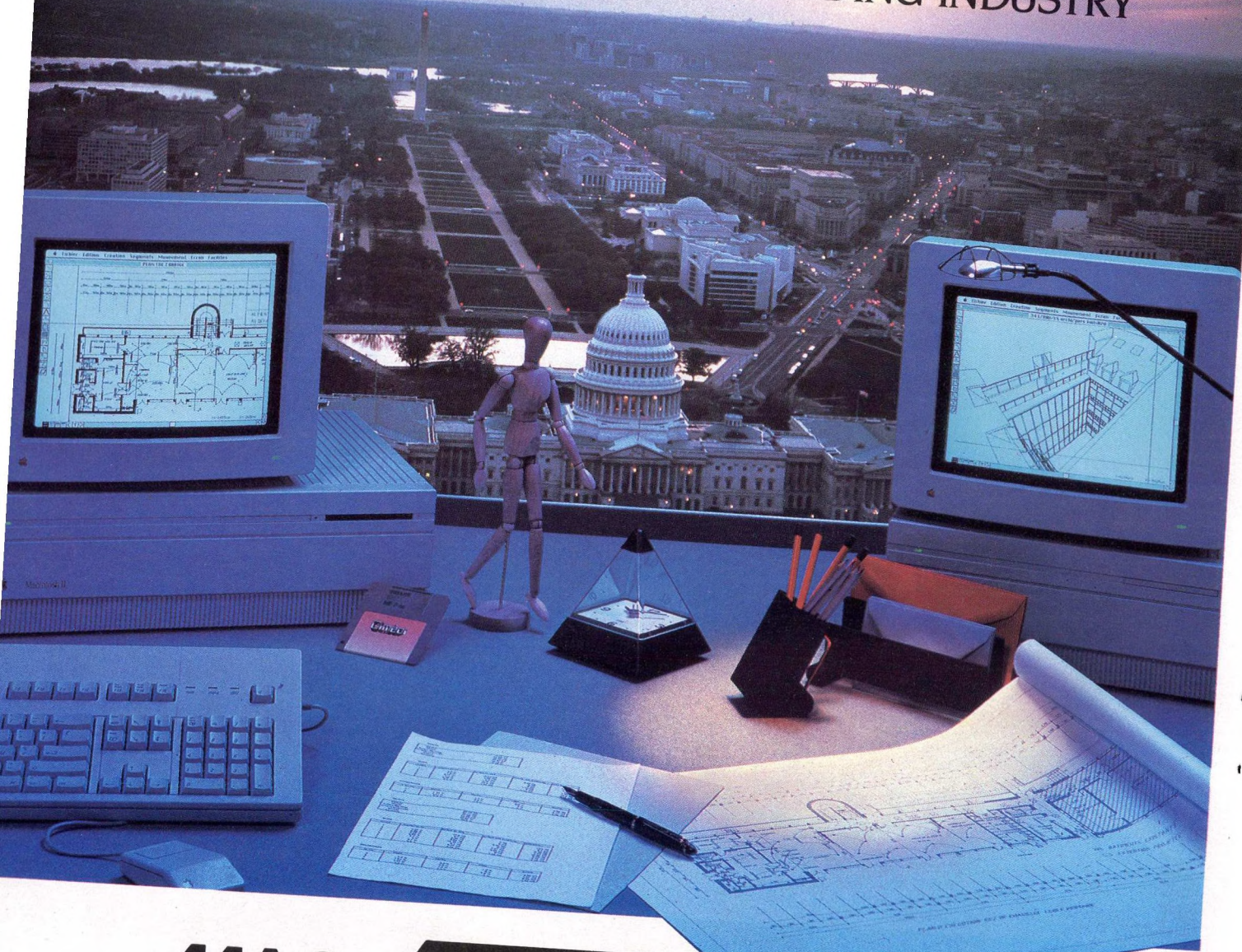
CESoftware

CalendarMaker, DiskTop and QuicKeys are trademarks of CE Software. Other names indicated by ™ or © are trademarks of their respective manufacturers.

Visit your retailer or call (800) 5-CESOFT for VISA/MasterCard orders. To purchase by mail send VISA/MasterCard number with expiration date, check or money order with appropriate amount plus \$2.00 shipping and handling for each product ordered to CE Software, P.O. Box 65580, West Des Moines, Iowa 50265. For information call (515) 224-1995.



DISCOVER THE NEW CAD STANDARD FOR ARCHITECTURE AND THE BUILDING INDUSTRY



MAC ARCHITRIONTM 3.5

ARCHITRIONTM 3.5 is an integrated professional CAD package with 3 modules: volumetric 3D (Space ProcessorTM), powerful and versatile 2D, and a 3D printer.

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Washington D.C. 20006
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Brookline MASS 02146
(617) 566-6315

Booth 824
Bayside Expo Center

Please send me more information on MAC ARCHITRION 3.5

Name _____
Title _____ Phone : () _____
Company _____
Address _____ State _____ ZIP _____
City _____
Mail to : GIMEOR INC., 1815 H. Street N.W., Washington D.C. 20006
or 130 Pleasant Street, Brookline, MASS. 02146

RED LINE

GIMEOR IN CANADA :
B.A.G.H. Consultants - 411 St. Dizier
Suite 104 H2Y2Y1 MONTREAL P.Q. (514) 843-4397

Exhibitor Descriptions

Coral Software Corp. 314 **BEC**
336 Windsor St.
Cambridge, MA 02141

Coral Software produces advanced programming languages, including Lisp and Logo compilers. These languages simplify Macintosh programming and aid in the development of artificial intelligence software. Pearl Lisp is a powerful, low cost Lisp compiler. Object Logo extends the Logo educational language to take full advantage of the Macintosh. Allegro CL is the only complete implementation of Common Lisp for the Macintosh.

Cornerstone Technology 163 **BEC**
1883 Ringwood Ave.
San Jose, CA 95131

Creative Solutions 602 **BEC**
4701 Randolph Rd., Ste. 12
Rockville, MD 20852

Cricket Software, Inc. 1010 **BEC**
40 Valley Stream Pkwy.
Malvern, PA 19355

The Cricket family of graphics software offers a comprehensive solution for desktop publishing and presentation. All of Cricket's advanced graphics software packages will be demonstrated, including Cricket Graph, Cricket Pict-O-Graph, Cricket Draw and the newly released Cricket Presents, the integrated professional desktop presentation tool that sets a new standard in the presentation software market. We'll also be showing an exciting new member of the First Family of Graphics Software — Cricket Paint!

Crosby Creations 443 **BEC**
W. 529 Cleveland Ave.
Spokane, WA 99205

Please see our advertisement
on page 67

Cypress Research Corp. 444 **BEC**
648 Broadway, Ste. 601
New York, NY 10012

CYPRESS RESEARCH FAXPLUS connects your Macintosh with an international network of over two million facsimile machines, while offering the added advantages of an intelligent 2400 bps asynchronous modem. Employing a familiar Macintosh interface, FaxPlus operates in the background, eliminating the need to leave other applications while receiving fax, telex and file transfers. FaxPlus also

provides unattended error recovery, an auto-dial memory, 9600 bps file transfer capability and a programmable transmission delay designed to reduce telephone line charges.

D2 Software, Inc. 2022 **BEC**
5609 Adams Ave. Ste. B
Austin, TX 78756

The long awaited ProSpin™ is finally here. In addition to all the power and color that you are used to with MacSpin 1.5, we have added connected lines, surfaces, resizable windows and multiple windows. The newly modified windows also use a quicker updating routine, thus greatly enhancing user performance. The upgraded version of MacSpin has been given these new, quicker windows as well. Suggested retail: MacSpin (ver. 1.55): \$250.00; ProSpin (ver. 1.0): \$325.00.

DAC Software, Inc. 2106 **BEC**
17950 Preston Rd., Ste. 800
Dallas, TX 75752

DAC Software, Inc. proudly introduces Dac-Easy Light for the Macintosh user.

Dac-Easy Light is the perfect answer for home or sole proprietorship accounting. Quick installation. So uncomplicated, yet comes with many powerful and convenient features such as: modifiable pre-defined home and business chart of accounts, products and services invoice processing, full-featured check writer, personal and business financial statements, bank and credit card setups, bank reconciliation, 12 month budgeting and much more.

Data Pad Corp. 5140 **WTC**
46 N. Geneva Rd.
Orem, UT84057

The Image II Speed Pad(R) Mouse Control Pad/Template system is a completely new concept in DESKTOP SOFTWARE TOOLS. It is a desktop accessory that makes learning and using software more fun and efficient. The Image II Speed Pad Mouse Control Pad has a UNIQUE FEATURE, a clear, flip-up cover which creates a pocket underneath for printed sheets of information (templates). The template becomes an open desktop file. Information at your fingertips.

Computer Covers™

Carrying Cases and
Disk Wallets at
Competitive Prices!

"Rated the Best
on the Market"

Before you buy,
check us out
in **Booth 443**
of the Bayside
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Crosby Creations

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(509) 327-6884

FAX # 509-459-0396 • TELEX # 5101008746 H/Group SPK



BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Exhibitor Descriptions

Data Translation, Inc. 5551 **WTC**
100 Locke Dr.
Marlborough, MA 01752

ColorCapture™, a Macintosh II Color Frame Grabber board for capturing, manipulating, and displaying color video images. Quick-Capture™, a Macintosh II accessory consisting of a plug-in frame grabber board and software for capturing, manipulating and displaying video images. TopFlight™, a high speed analog and digital I/O board and software package for data acquisition on the Macintosh II. ForeRunner™, a mid-range analog and digital I/O board and software package for data acquisition on the Macintosh II.

Datacopy Corp. 5466 **WTC**
1215 Terra Bella Ave.
Mountain View, CA 94043

Datacopy will demonstrate its MacImage™ 2.0 grayscale and MacOCR™ software on the new Model 830 flatbed and Jet-Reader™ sheetfed scanners. MacImage provides typeset-quality image capture and enhancement capabilities for Macintosh workstations. Its extensive electronic darkroom and file format capabilities enable MacImage to export high-quality grayscale, halftone and line art images to all Macintosh publishing applications. Datacopy will also demonstrate MacOCR, its new optical character recognition and imaging software. MacOCR reads a variety of typestyles, point sizes and pitches. It also produces line art and halftone images from original photographs or drawings.

DataDesk International 1016 **BEC**
7651 Haskell Ave.
Van Nuys, CA 91406

Mac-101 professional keyboards for all Macintosh computers. Featuring an enhanced layout with 15 user-programmable Function keys, dual Command and Option keys for ambidextrous operation, separate cursor keys and numeric keypad. Includes a free macro program that records mouse movements, combination key commands and text strings for assignment to special keys. Hyperdialer connects the Macintosh speaker port to any standard or multi-line telephone for automatic dialing of Hypercard phone stacks. No modem required, also compatible with Sidekick, More, Quikdex, Focal Point and CAT.

Please see our advertisement on pages 48-49

DataSpace Corp. 5556 **WTC**
185 Riviera Dr., Unit 9
Markham, Ontario, Canada L3R 5J6

PRODUCT: TeleNode. DESCRIPTION: The TeleNode is a remote access device that allows asynchronous connections to an AppleTalk (LocalTalk) network, over external telephone lines; or internally through a Northern Telecom SL-1 switch. Once connected, the user will have all the privileges of the network.

DataViz Inc. 414 **BEC**
16 Winfield St.
Norwalk, CT 06855

DataViz will be presenting the MacLink™ Plus family of connectivity software. This series of software "kits" will supply you an easy means of connecting your MACINTOSH to IBM PC, WANG VS, WANG PC, WANG OIS, and NBI systems. Each package includes MacLink Plus/Translators, a full library of file conversion software, converting file formats (Bold, Italics, SubScript, Superscript, etc.) and contents. This library may also be used with the Apple File Exchange utility.

Day Star Digital, Inc. 2104 **BEC**
5556 Atlanta Hwy.
Flowery Branch, GA 30542

DayStar Digital produces speed and memory enhancement boards for the complete Macintosh line. This includes the MAC20MX accelerator board, engineered by Novy Systems for the Mac512E, Mac-Plus, and MacSE. Macuser Labs has rated it the fastest 16Mhz SIMM compatible board available. It also comes in 20Mhz and 25Mhz versions and fits with the larger one megabyte DIP SIMMS. Visit our booth to see accelerators, SIMM boards, and other new high performance Macintosh products.

Dayna Communications, Inc. 5240 **WTC**
50 S. Main St., Ste. 530
Salt Lake City, UT 84144

Dayna's products provide connectivity between Macintosh computers and MS-DOS workstations and networks. These include DaynaFile, the popular external disk drive to the Macintosh that reads from and writes to MS-DOS data disks. Dayna will also showcase DaynaMail, its new electronic mail and message system for Macintosh and mixed Macintosh/MS-DOS networks. An area of the booth will be

devoted to a preview of an exciting new networking product, available from Dayna later this year.

DCM Data Products 420 **BEC**
1710 Two Tandy Center
Fort Worth, TX 76102

This is an integrated FORTRAN development system for the Macintosh family. It is comprised of a Text Editor for program creation and modification; native code compiler with the option of generating in-line 68020/68881 code; a linker for linking subroutines and other .Rel files with library facilities; source level, symbolic debugger. Based on ANSI '77 it has VAX and ANSI 8X extensions. It has a simplified interface to the Mac Toolbox, generates truly stand alone applications and MORE.

Deneba Software, Inc. 336 **BEC**
7855 N.W. 12th St., Ste. #392
Miami, FL 33126

Deneba Software will be introducing Canvas 2.0, a new and improved version of its popular graphics program. Canvas' revolutionary new features will be showcased at Deneba's booth with around-the-clock, full color stage demonstrations. The new Comment 2.0 with time alarms will also be on display, together with the latest update to Coach Professional, Deneba's best selling spelling and reference system. Individual stations will be available to answer specific questions about any Deneba product.

Design Science, Inc. 542 **BEC**
6475 B E. Pacific Coast Hwy.
Ste. 392
Long Beach, CA 90803

MathType™ for the Macintosh. Product Description: MathType allows mathematical equations to be entered into word processing or page layout documents. It runs as a desk accessory or as an application for use with Switcher and MultiFinder. MathType can be used by teachers to create classroom materials or by scientists and engineers for creating technical documentation and textbook-quality reports. MathType can also act as a WYSIWYG editor to TEX typesetting systems.

Exhibitor Descriptions

Desktop Graphics

544 **BEC**

7596-D Lakeside Village Dr.
Falls Church, VA 22042

Desktop Graphics, founded in 1984, is the creator of DrawArt, clip art in PICT format. Each DrawArt collection contains hundreds of ready-to-use hi-resolution graphic images. The DrawArt Series currently consists of four clip art packages: Business and Education, Borders and Graphic Designs, Sports and Leisure and Business Forms. DrawArt was designed with desktop publishing in mind. Since DrawArt is object-oriented, it is well suited for color desktop presentations involving 35mm slides and overhead transparencies.

DEST Corp.

5120 **WTC**

1201 Cadillac Ct.
Milpitas, CA 95035

DEST Corporation will exhibit desktop scanners for the Apple Macintosh Plus, SE and Macintosh II. The PC Scan 1000 and 2000 series feature flatbed and edgefeed designs, respectively. PC Scan 2000 scans up to 256 levels of 8-bit grey scale data and PC Scan 1000 up to 16 levels of 4-bit grey scale data. Both scanners provide text (OCR) entry and automatic formatting for word processing.

Digital Communications Associates

5151 **WTC**

1000 Alderman Dr.
Alpharetta, GA 30201-4199

MacIRMA, DCA's IRMA cards for Macintosh II and SE lets your Macintosh function as an IBM 3278 or 3279 terminal, communicating with an IBM mainframe computer. You can perform 3270 operations the way you run a Macintosh application. And MacIRMA gives you enhanced features that the 3278/3279 terminals can't provide such as file transfer and copy and paste from the host application to the Mac clipboard or scrapbook.

Digital Vision, Inc.

550 **BEC**

66 Eastern Ave.
Dedham, MA 02026

Digital Vision manufactures ComputerEyes, its low-cost (under \$250) line of video digitizers for personal computers. ComputerEyes captures images from any standard video source (video, camera, VCR, etc.) and captured images are compatible with popular desktop publishing, database, and graphics applications. Images are acquired with a resolution of 640x480 pixels with 256 grays per pixel and can be saved in several file formats including MacPaint, TIFF, EPS, and others.

Direct Micro

1776 Dividend Dr.
Columbus, OH 43328

DisCopyLabs

645 **BEC**

2610 B North 1st St.
San Jose, CA 95134

Specialists in one-stop Macintosh software production services: Duplication of 3.5" diskettes, package assembly, fulfillment and shipping. Labeling, copy protection, package shrink-wrapping, warehousing available. Full production services also for 5.25" and 8" diskettes, quarter-inch data cartridges, half-inch magnetic tapes. Your Complete Software Production Service.

Douglas Electronics

5227 **WTC**

718 Marina Blvd
San Leandro, CA 94577

Experience powerful, easy-to-use electronic design with Douglas CAD/CAM. A family of products for electronic CAD and PCB manufacturing, the product line includes layout packages and a fully integrated Professional System. Schematic, layout and autorouter software make up the Professional System which features full color, unlimited multilayers, SMT support and .001" resolution. Layout includes a parts placement facility. Schematic includes digital simulation and net list generation. AutoRouter features a 16-layer capability.

Dove Computer Corp.

5168 **WTC**

1200 N. 23rd St.
Wilmington, NC 28405

Dove Computer Corporation will exhibit Macintosh productivity enhancement products including MacSnap™ memory expansion products for all Macintosh machines, System I/O products, including Mach II/SE™ accelerator and the FastNet™ family of intelligent Ethernet controllers. FastNet SCSI and NUBUS programmable network products are capable of performing many different communications functions — file servers, bridges, gateways, etc. and allow a Macintosh computer to act as a VAX mode on DECnet.

Dow Jones & Co., Inc.

612 **BEC**

P.O. Box 300
Princeton, NJ 08543

Recently-released Market Manager PLUS™ 2.0 is an investment portfolio management program designed for both individual and professional investors; accommodates 256 portfolios and 1800 holdings; generates a wide variety of reports. Desktop Express™ is an electronic mail software

program developed by Dow Jones, Apple and MCI Mail. With this program, users can send text and graphic documents, created on leading Macintosh programs, to remote locations via MCI Mail.

DPI

2114 **BEC**

40 Corning Ave.
Milpitas, CA 95035

Please see our advertisement on page 74

Dream Maker Software

350 **BEC**

4020 Paige St.
Los Angeles, CA 90031

MacGallery clip art — a unique collection of over 400 original hand drawn graphics covering topics like holidays, sports, food, special occasions, nature, fantasy, religion, phrases, teddy bears, mortise cuts, borders, and more. All artwork created by professional artists. No scanned images. Available in either MacPaint or HyperCard formats. For a limited time both versions include a free bonus collection of over 50 borders. Also includes the MacGallery Tour Guide hint reference. Retail \$49.95.

Please see our advertisement on page 29

DSI

2115 **BEC**

2971 S. Madison
Wichita, KS 67216

Dubl-Click Software, Inc.

5522 **WTC**

18201 Gresham St.
Northridge, CA 91325

Calculator Construction Set™ — design and build calculator desk accessories: no programming required! Contains calculator template files, including ones that emulate the Hewlett-Packard, 12C, 16C and 41C. MacTut/ProGlyph™ — ancient Egyptian Hieroglyphic Clip-Art & Fonts. MacTut is half clip-art and half hieroglyphic fonts for novices. Proglyph is all hieroglyphic fonts for professionals. WetPaint™ Classic Clip-Art, Volumes 1 to 4 — \$49.99 per single volume; \$79.99 for double volumes: (1&2, 3&4). World Class Fonts™, Volumes 1 to 6 — \$49.99 per single volume; \$79.99 for double volumes: (1&2, 3&4, 5&6).

Exhibitor Descriptions

Dynamac Computer Products, Inc.

5312 WTC

1536 Cole Blvd, Bldg. 4, Ste. 252
Golden, CO 80401

Dynamac — The world's only authorized Macintosh portable. Features: 640x400 pixel gold electroluminescent flat display (46% more info than the Mac!), Options: 20 or 40 megabyte internal hard drive, 1 to 4 megabytes of RAM and internal modem. The Dynamac supports external monitors and keyboard and optional portable printer, and runs on 110/220 volt AC or 12 volt DC (optional). Three carrying cases available. See the Dynamac at Booth 5312, World Trade Center.

Dynamic Graphics, Inc. **1633 BEC**

6000 N. Forest Park Dr.
Peoria, IL 61614-3592

Dynamic Graphics introduces the DeskTop Art Designers Club™. In addition to receiving monthly EPS images, membership benefits will include a FREE how-to newsletter, pictorial indexes and idea starters on electronic layout and design techniques. Individual DeskTop Art collections in MacPaint™, MacDraw™, and FullPaint™ file formats continue to be available. Desktop Design: 1, the first in a series of how-to videos under the STEP-BY-STEP VIDEO label developed jointly with Goldsholl: Design and Film.

Please see our advertisement on page 63

Dynamic Microprocessor Associates

419 BEC

300 E. 40th St., 21E
New York, NY 10016

DMA will be exhibiting remote access software from a Macintosh to a PC. With PC MacTerm plus pcANYWHERE III, users can run a PC from a Macintosh, either through a modem, direct cable connection, or on an AppleTalk network. Any Macintosh user can run all programs on a PC, all peripherals attached to the PC, internal cards (such as IRMA), and network adaptor boards. Run DOS programs from a Macintosh using Macintosh user interface functions such as MultiFinder, cut and pasting, and the Macintosh mouse.

Dynaware Corp.

649 BEC

1163 Chess Dr., Ste. J
Foster City, CA 94404

DynaPerspective is an extremely fast, RAM-based 3-D Solid Modeling and Design Presentation program for Architects, Space Planners, Scientists or any professionals who require three-dimensional visual analyses and clear presentation of complex renderings to clients or co-workers. DynaPerspective's innovative screen display allows you to work simultaneously in three orthogonal drawing views and watch your model grow in three-point perspective. Its moderate price and excellent User Interface make it a product to watch.

E-Machines, Inc.

5745 WTC

9305 S.W. Gemini Dr.
Beaverton, OR 97201-7158

E-Machines presents The Big Picture(R) family of high-resolution display systems, designed and engineered to meet the needs of each Macintosh(R) user — whether you use a 512K™, Plus™, SE™ or II™, there's a Big Picture for you: the Big Picture(R) Monochrome System, the Big Picture IO™ Grey Scale System, the Big Picture(R) CX™ 17" Color System and the Big Picture(R) C20™ 20" Color System. Introducing StereoOptic™ 3-D Color Display System.

Eastman Kodak Co.

5643 WTC

1143 Lexington Ave.
P.O. Box 60829
Rochester, NY 14606-0829

KODAK DATASHOW PRODUCTS are liquid crystal panels that connect to Macintosh Computers and project image onto screen. KODAK DISPLAYMAKER Video Graphic System, a portable, self-contained unit that allows user to prepare graphics in 16 colors for display on a monitor. KODAK EKTALITE L5 Overhead Projector is lightweight, portable, folds up, and has a lever switch for spare lamp. KODAK EKTALITE Laser Pointer, a hand-held unit that projects a red spot 150 feet.

Please see our advertisement on page 26

EDCO Services, Inc.

818 BEC

12410 N. Dale Mabry Hwy.
Tampa, FL 33618

EDCO Services, Inc. presents the professional link between ALL Desktop Publishing Programs and the world of non-postscript phototypesetters. Users worldwide enjoy profits from EDCO's PageSet and PubSet programs which connect Macintosh and PC's with non-postscript phototypesetters from Compugraphic, Linotronic, Autologic, Varityper and Alphatype. Two new programs are featured: LetrTuck, which perfects character spacing for Macintosh programs and Ventura Publisher; Line-breakr, which perfects line-breaks in Ventura Publisher.

EDUCORP

1106 BEC

742 Genevieve, Ste. D
Solana Beach, CA 92075

EDUCORP (formerly EDUCOMP) is a division of Gazelle Technologies, Inc. EDUCORP provides the most complete, well-organized collections of public domain and shareware software for the Macintosh. We currently offer more than 500 disks containing over 4,000 programs, including stackware, desktop publishing and business applications, clip art, graphics, games, desk accessories, utilities, and much more! Expand your software collection for pennies on the dollar! EDUCORP also has the best blank disk and accessories for the Macintosh, at the lowest prices anywhere!

Effective Marketing Communications, Inc.

370 BEC

19 White Chapel Dr.
Mt. Laurel, NJ 08054

Emerald City Software

1108 BEC

P.O. Box 2103
Menlo Park, CA 94026

Emerald City Software publishes PostScript development systems and utility software. LaserTalk, Emerald City's PostScript development system provides true PostScript debugging, screen previewing and interactive access to the printer's PostScript interpreter over AppleTalk. Emerald City is pleased to announce the introduction of SmartArt™, the first user definable PostScript ClipArt for the Mac. SmartArt allows users to tailor EPSF files prior to pasting them into application programs.

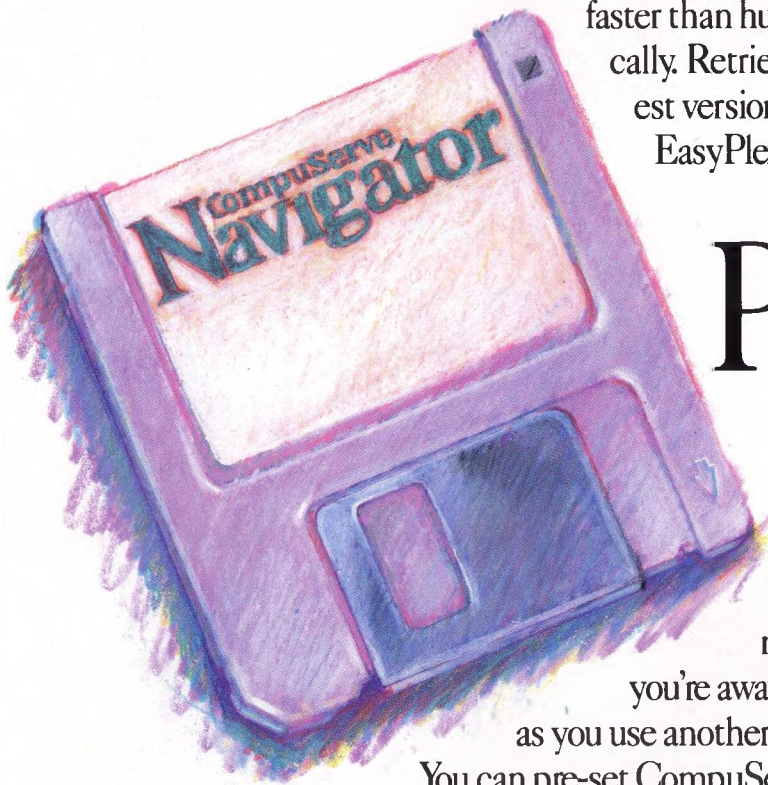
Command.

CompuServe Navigator speaks your language.

If you're accustomed to the friendly Mac® computing style, you no longer have to compromise when you go online.

Because now CompuServe NavigatorSM software gives you user-friendly, Mac-like icons and the kind of familiar display formats you prefer.

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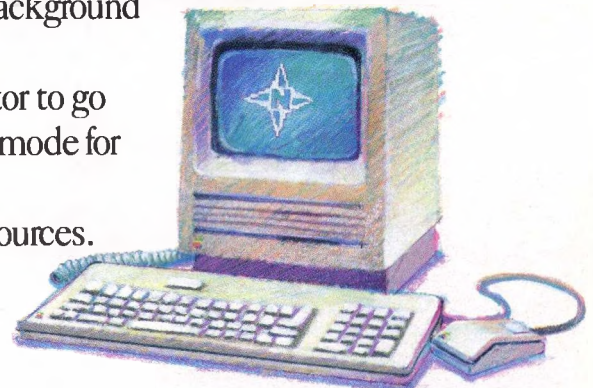
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No other software gets more out of CompuServe Forum resources. All for just \$59.95. Regularly \$79.95.

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First Then. First Now.

When it comes to selecting a Macintosh® magazine—as an information source or as a marketing tool—your first choice can be the right choice.

**Macworld®—
The Macintosh Magazine.**

Here's why.

THE INFLUENTIAL SOURCE.

Advanced editorial.

Macworld helps Macintosh business buyers and power users make purchasing decisions with objective, comprehensive reviews and product-oriented information:

- Over 20 in-depth product reviews each month
- Feature stories on business applications
- Hands-on articles for maximum product performance
- Technical product analyses based on research and testing
- Examination of provocative industry issues

Technical expertise.

No other Macintosh magazine compares. We have three Electrical Engineers and a Master of Science on our 21-person editorial staff.

Ground-breaking coverage.

Macworld continues to be the first to cover—in-depth—the hottest topics:

- Desktop communications (July/August 1984)
- The desktop publishing revolution (July 1985)
- Desktop engineering (September 1986)
- Multifinder™ (October 1987)
- HyperCard™ (October 1987)
- NTX LaserWriter® (March 1988)
- New Apple® CD ROM drive (April 1988)

Product testing.

Comprehensive benchmarks, which our in-house laboratories have been performing for nearly two years, will be the focus of a new monthly department. Exhaustive applications test results compiled by NSTL will be covered by yet another department.

MORE READERS GET THE MESSAGE.

Largest circulation.

275,000* average net qualified for the period covered by Rate Card #7, beginning with the July issue.

Pass-along readership.

With 1.34** additional readers per each subscriber's copy, prospective sales leads increase to approximately 500,000. Every month.

Bonus circulation.

In 1988 alone, nearly 70,000 bonus copies will be distributed at important trade shows nationwide.

RESEARCH MAKES A DIFFERENCE.

Market research studies.

At least nine new market and subscriber surveys in 1988 will provide vital industry insight. For example, Macworld's 1987 studies revealed that:

- Nearly half of the survey respondents who use a Macintosh turn to this machine for desktop publishing-related activities***
- 89 percent of survey respondents are involved in selection and purchase of personal computer printers for their organizations****
- 92 percent of survey respondents use word processing and database management software equally for business purposes*****

MACWORLD EXTRAS.

Macworld Expo.

Macworld is the first magazine to sponsor the largest biannual trade show for Macintosh developers, users, and buyers.

Technology and Issues Conference.

Founded by Macworld's editorial staff, this annual meeting specializes in Macintosh hardware and software developers' concerns, visions, and opportunities.

Developer awards.

Best products are nominated by our readers for the annual Macworld World Class Awards. Winning developers enjoy extra exposure in a follow-up feature story and special promotional opportunities.

The Macworld Catalog.

Immediate access to hundreds of Macintosh products, manufacturers, and services in a monthly direct response section. Cost-effective and efficient for shopper and advertiser alike.

Annual index of articles.

The first and only reference tool of its kind, the Macworld index appears in every January issue and is available now on HyperCard.

So make a checklist of the benefits you expect from a Macintosh magazine. Then check our list. And make the first choice—Macworld.

*Publisher's Estimate

**1987 Macworld Subscriber Study

***Macworld Desktop Publishing Survey

****Familiarity with and usage of PC Laser Printers and Related Software Products Among Macworld Subscribers

*****Business Software Usage and Purchase Plans of Macworld Subscribers

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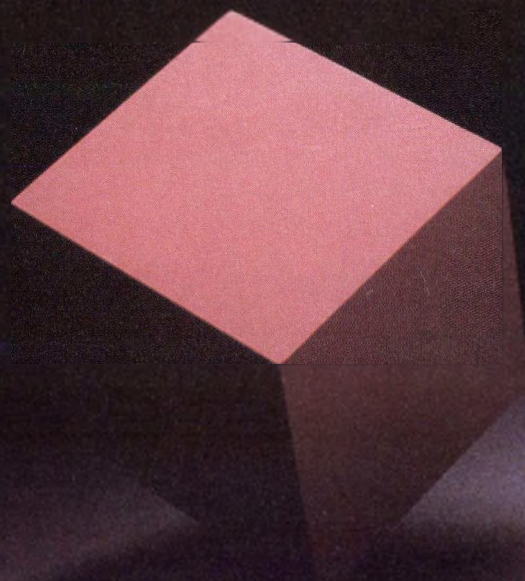
MACWORLD

The Macintosh® Magazine

May 1988 \$3.95
Canada \$4.95

Choosing the Best
**Big-Screen
Monitor**

*Gray-scale and monochrome,
tested and compared*



220 MB FREE FROM D.P.I.*

You're definitely going to want to experience the performance of DPI's **44 Removable™** — the SCSI drive featuring removable 44 megabyte cartridges. Aside from being portable and fully interchangeable between **44 Removable** drives,

the cartridges are much more reliable than other removable media products. In addition, the cartridges are easy to store, thus maintaining complete data security.

DPI's **44 Removable** is a thrilling experience for any Macintosh user. Desktop publishers can store different client files, layouts, clip art, and fonts on separate cartridges. Song writers and musicians can use it to store sound libraries and catalog sound samplings. And the average user can finally organize all those files that have been accumulating over the years. The **44 Removable** is not only a primary storage device, it is also a fast reliable back-up system which allows you to work directly from your back-ups in the event of a hard disk crash. And best of all, it's all backed by a full one year warranty. DPI provide you with the highest level of support unmatched by other manufacturers. So call us today and test drive a DPI **44 Removable** and see the difference in portability, performance, and data security. If you are not completely satisfied, take advantage of our 30 day money back guarantee.



Additional Products at Factory Direct Prices**

DPI 20	\$499.00
20 MB Formatted SCSI Hard Disk	
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DPI 100 II	\$1099.00
A Mac II 99 MB Internal Hard Disk	
DPI 144 II	\$1249.00
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DPI 44 R	\$1795.00
A 44 MB Removable SCSI Hard Disk	

*** TAKE ADVANTAGE OF OUR MACWORLD SPECIAL OFFER, PURCHASE A DPI 44 REMOVABLE AT THE SHOW AND RECEIVE 220 MEGABYTES OF STORAGE ABSOLUTELY FREE! THATS A \$645 VALUE!**

(The 220 megabytes is the total of five Forty four Megabyte Cartridges)



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California residents add 7% sales tax. Price does not include System or daisy chaining cable nor shipping. DPI 44 Removable, 20, 60, 100, 144, 100 II, and 144 II are registered trade marks of DPI

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Prices subject to change without notice



Exhibitor Descriptions

Enzan-Hoshigumi Co., Ltd.

5822 **WTC**

Sendagaya Maneheim, Suite 206
Sendagaya 4-11-9, Shibuya-Ku
Tokyo 151, Japan

Along with our regular lineup of Japanese clip art packages, an upgrade to our popular MacCalligraphy will be shown. New products include the CyberNote custom page filler program, software for Epson and Sharp color scanners, and an embroidery design/production system for the Mac co-developed with Aisin Seiki, Ltd. Rounding off the new product list is an intriguing Mahjongg game program.

Epic Technology, Inc.

705 **BEC**

5680 Stewart Ave.
Fremont, Ca 94538

Ergotron, Inc.

1206 **BEC**

1621 E. 79th St.
Bloomington, MN 55425

Ergotron manufactures high quality Macintosh accessories, security, and maintenance products which improve productivity and stress the latest in ergonomic engineering and design. Our products include The Mac II Workstation, MacTilt SE, Mouse Cleaner 3600, MacTilt, MacTilt for Large Screens and Mac II Monitors, The Muzzle, and other accessories. Stop by the Ergotron booth and test first-hand the quality of our Macintosh products. You'll see why these are the finest accessories available for the Macintosh.

Please see our advertisement on page 23

Everex Systems, Inc.

5652 **WTC**

48460 Kato Rd.
Fremont, CA 94538

Everex Systems' EMAC Division manufactures high quality peripherals for the Apple Macintosh product line. The peripheral line includes external and internal hard disk drives, 60MB tape backup unit, combination hard disk/tape backup units in a deluxe "zero foot print" chassis, 2400 baud external modem, and a high capacity hard disk/tape backup unit with status display that includes a powerful hard disk management and tape backup software.

Farallon Computing, Inc.

1412 **BEC**

2150 Kittredge St.
Berkeley, CA 94704

The PhoneNET(R) System creates an AppleTalk network using telephone wire,

even a building's existing wiring. PhoneNET extends AppleTalk networking distances and offers flexible topologies. System components include: PhoneNET PLUS Connectors; the PhoneNET Star-Controller™ with StarCommand™ DA. TrafficWatch™ network analysis package and PhoneNET CheckNET™ DA are diagnostic software for network management. The MacRecorder™ records sound into your Macintosh with HyperSound™, a Hyper-Card stack, and SoundEdit™, software to edit and save files into a variety of formats.

Please see our advertisement on page 10

Ferranti-Dege, Inc.

135 **BEC**

455 Brookline Ave.
Boston, MA 02215

Flexware

5741 **WTC**

15404 E. Valley Blvd.
Industry, CA 91746

Turn your Macintosh Into a Serious Accountant. Flexware is a completely integrated and financial information system. Developed for multiple users, Flexware lets you share data quickly and securely. Flexibility is in our name . . . you can choose from a wide variety of standard reports or create your own . . . easily and intuitively. An authorized Flexware support center can change any aspect of the system to fit your needs. If you've been waiting for serious Macintosh accounting, let us show it to you today.

Please see our advertisement on page 55

FWB Software, Inc.

640 **BEC**

2040 Polk St., Ste. 215
San Francisco, CA 94109

General Computer Co.

1706 **BEC**

580 Winter St.
Waltham, MA 02154

General Computer will showcase the latest in printer technology as well as the Personal LaserPrinter, the Business LaserPrinter and PLP Share. GCC will also feature new additions to the extensive hard disk line. General Computer also manufactures the HyperCharger 020 accelerator board for the Macintosh SE, and HyperTape, an external 40 megabyte SCSI tape backup device. All of these products and more will be on display at booth #1706. Please come by and see us!

Generic Software

706 **BEC**

8763 148th Ave. N.E.
Redmond, WA 98052

Gimeor, S.A.

824 **BEC**

42-44 Rue Madame De Sanzillon
92110 Clichy, France

Architron is a CAD software package on microcomputer for architects and the building industry. It consists of three modules: Real Volumetric 3D, 2D, and Bill of Materials (quantifier). Architron is a design tool; it is user-friendly and fast, yet versatile and deep. Architron comes in both Macintosh and MS/DOS versions. Tech 2D is a powerful, two dimensional, multidisciplinary design package on microcomputer. It has more than 200 functions.

Please see our advertisement on page 66

Golden Triangle Computer

546 **BEC**

4849 Ronson Ct., Ste. 206
San Diego, CA 92111

Golden Triangle Computers introduces FirePower, a 25 MHz 68020-based coprocessor which runs under A/UX. Applications can be off-loaded to FirePower while retaining the ability to communicate with other local or remote processors by using standard UNIX networking facilities. The combination of the Macintosh II and FirePower provides users with as much or more processing speed and capabilities of systems that cost twice as much. In addition, FirePower's GT/X software provides real-time support under A/UX.

GoldMind Publishing Co.

1211 **BEC**

12155 Magnolia Ave. #3B
Riverside, CA 92503

Graphsoft

1612 **BEC**

8370 Court Ave., Ste. 202
Ellicott City, MD 21403

MiniCad computer aided design software for architects, engineers and technical illustrators is a powerful full-featured 2-D and 3-D program designed specifically for use on the Macintosh or MacII. MiniCad's high precision data base is as fast as most drawing programs and superior to many CAD programs costing ten times as much. Visit our Booth 1612 to view our latest release.

Great Plains Software, Inc.

1701 S.W. 38th St.
 Fargo, ND 58103

1830 **BEC**

The Great Plains Accounting Series is a full-featured line of accounting software that provides the information needed to manage small-to medium-sized businesses. The series includes General Ledger, Accounts Receivable, Accounts Payable, Payroll, Inventory, Order Entry with Point of Sale, Purchase Order, Network Manager and Executive Advisor. Plains & Simple is a computerized version of the manual one-write accounting system. It automates the General Ledger, Accounts Receivable and Accounts Payable functions.

Great Wave Software

5353 Scotts Valley Dr.
 Scotts Valley, CA 95066

308 **BEC**

Great Wave Software presents Educational, Music, and Graphics software for all ages. Introducing NumberMaze™, a fun to use mathematics program for young children which includes a variety of math concepts. KidsTime™ (version 1.2), American Discovery™, TimeMasters™, and Loc™ are also available. Version 4 of ConcertWare™ + and ConcertWare™ +MIDI is a valuable tool for any musician. Crystal Paint™ is an innovative symmetry graphics program which can be enjoyed and used by Macintosh users of all ages.

Greene, Inc.

15 Via Chualar
 Monterey, CA 93940

5520 **WTC**

QuickDEX 2.0-(NEW VERSION)- Lightning fast free-form database desk accessory for instant data access, without using large amounts of costly memory or disk space. QuickFolder 2.0- Time-saving INIT that allows you to create a new folder from any application. CrystalQuest 3.0- (NEW VERSION)- John Dvorak called this "the hottest game in town". Critter Editor 3.0-(NEW PRODUCT)- An incredible game editor that will allow you to make over 1000 changes in Quest. Project(?)-(NEW PRODUCT)- If it's ready.

GTFS

2455 Bennett Valley Rd., Ste. 100C
 Santa Rosa, CA 95404

2052 **BEC**

GTFS will introduce Recital, a powerful image processing software for the Mac II designed for scientific & industrial imaging; providing capabilities to process digitized images for a wide range of applications:

electron microscopy, medical research, geology, macroscopic analysis. Features include frequency & binary processing, image transformation, pattern recognition. GTFS is also specialized in the development of utilities for storage devices and offers a line of drivers for high capacity HD, tape drives and removable cartridge systems.

GW Instruments

264 Msgr. O'Brien Hwy., #8
 Cambridge, MA 02141

108 **BEC**

GW Instruments supplies a complete line of data acquisition and control products for all Macintosh computers. The MacADIOS I system plugs into the modem port of any Mac 512K or Plus and allows the acquisition of analog and digital signals at speeds up to 20,000 samples per second. For the SE and Mac II the MacADIOS II allows high-speed acquisition and control(833 KHz sampling on the II). Also available are powerful speech and acoustical analysis software.

Hard & Soft, Inc.

2005 W. Cypress Creek Rd., Ste. 1A
 Fort Lauderdale, FL 33309

5770 **WTC**

Hard & Soft is offering numerous show specials! NEW! Silver Shuttle — SCSI Synchronous/Asynchronous Nubus Card, which increases the throughput of SCSI on the Macintosh II up to ten times. Silver Sentry — mass storage from 850 megabytes to 42 gigabytes. Silver Server GTI (Internal for Macintosh II & SE) & GTX (External for all Macintosh's) expandable state-of-the-art hard disk drives. Featuring high performance, high reliability SCSI hard disks in capacities ranging from 40 megabytes to 574 megabytes. The latest products will also be on display and available at Special Show pricing.

Heizer Software

1941 Oak Park Blvd., Ste. 30
 Pleasant Hill, CA 94523

5247 **WTC**

Help Software, Inc.

10659 A Maplewood Rd.
 Cupertino, CA 95014

5514 **WTC**

Desktop Help™ is the complete on-line help system for corporations and developers. It is like an extension to the Macintosh user interface, creating consistent on-line help across applications. Desktop Help is useful throughout the life of any Macintosh application: Apple Computer can document hardware and system software; de-

velopers can document program features; VARs can document system integration; MIS managers can document corporate procedures. Excellent for in-house use and for "How to..." products for sale.

Hewlett-Packard Co.

16399 W. Bernardo Dr.
 San Diego, CA 92127

5204 **WTC**

Hewlett-Packard will feature its complete family of Apple-compatible plotters, printers and scanner. Hewlett-Packard's plotters, printers and scanner will be demonstrating popular software packages.

High Performance Systems, Inc.

13 Dartmouth College Hwy.
 Lyme, NH 03768

1631 **BEC**

STELLA™ is a powerful model building and simulation package. What sets STELLA apart from other simulation packages (and even spreadsheets) is that you build models graphically by selecting, positioning, and "hooking up" four kinds of building blocks on the screen of your Mac. As you "map" out your system, many of the equations needed to simulate it are generated "behind the scenes" automatically. The remaining relationships are easily clicked in or sketched in with the mouse. Model output is produced as an animation of your diagram, time series or scatter plots, or printed numeric values.

Howard W.

Sams & Co.

4300 W. 62nd St.
 Indianapolis, IN 46268

5566 **WTC**

Howard W. Sams & Company/Hayden Books is the leading publisher of Macintosh books. The highly acclaimed Macintosh library will be on display, authors will be available for book signing, and show attendees may register for a FREE Macintosh Library to be given away during the show (21 titles). New titles to be featured include: Macintosh Hard Disk Management, Macintosh Revealed Volume 3: Secrets of the Toolbox, and HyperTalk Tips and Techniques.

BEC

indicates Bayside Exposition Center

WTC

indicates World Trade Center

Exhibitor Descriptions

Howtek, Inc. 2105 **BEC**
21 Park Ave.
Hudson, NH 03051

Howtek will exhibit its line of color input and output peripherals, including: The ScanMaster, a 300 dpi flat bed, digital color scanner; the Scanmaster/35, a 35 mm film scanner which can scan positives, negatives, mounted or unmounted film. Both scanners are supported by Howtek's Scan-It applications program, which provides functions such as zoom, crop, edge enhancement and color correction. The Pixelmaster plain paper, color ink jet printer can then reproduce the scanned images in full color.

Human Intellect Systems 5767 **WTC**
1670 S. Amphlett Blvd., #326
San Mateo, CA 94402

Hyperlink Magazine 157 **BEC**
2961 Tomahawk Ln.
Eugene, OR 97401
"The one essential resource for Hypercard users."

Please see our advertisement on page 15

I/O DESIGN 1312 **BEC**
924 Springdale Dr.
Exton, PA 19341

MacLuggage — high quality carry cases for all Macintosh computers and Imagewriter printers. One-half inch true high-density padding, metal latches, 1000 Denier Dupont Cordura nylon combine to make MacLuggage the finest case available. Black nylon webbing surrounds the case for strength and style. This webbing is cross and box stitched at the stress points for double security. MacLuggage — the only choice.

ICOM Simulations, Inc. 5165 **WTC**
648 S. Wheeling Rd.
Wheeling, IL 60090

ICOM will introduce ON CUE™, the ultimate application and document launching utility. ICOM will also demonstrate TMON™, the industry's most popular monitor/debugger, and introduce TMON Pro™, with full support for the 68020/030 micro-processors. Both include Discipline™. In addition, ICOM will be displaying the latest in their award winning MacVenture™ inter-

active fiction series: DeJaVu II- Lost in Las Vegas. Ace Harding returns, and winds up in more trouble than ever.

IGC Technology Corp. 450 & 469 **BEC**
305 Lennon Lane
Walnut Creek, CA 94598

Professional CADD for the Macintosh PEGASYS, the Professional Engineering Graphics Application System, is offered by IGC Technology for Apple's Macintosh family of computers. PEGASYS I is the 2D entry level package that runs on the Macintosh Plus, SE and II. PEGASYS Expert and PEGASYS II both feature 3D, command line input and Macros. The PEGASYS II version operates exclusively on the Macintosh II. PEGASYS provides the performance of minicomputer CADD, in color, at an affordable price.

Image Club Graphics, Inc. 1316 **BEC**
206, 2915-19th St. N.E.
Calgary, Alberta, Canada T2E 7A2

Image Club Graphics product line features DigitArt™ the top selling Postscript clip art worldwide. There are eight complete volumes of DigitArt (retail from \$99 to \$149). HotType™ consists of advertising laser fonts (retail price \$149) for each set of eight fonts (six sets available). The ArtRoom™ compact disc CD-ROM is the entire Image Club Library of postscript images and fonts (retail \$999). The DarkRoom™ to be delivered to purchasers in September 1988 contains the complete stock photo focus library also on a CD-ROM.

Imagine Software 515 **BEC**
19 Bolinas Rd.
Fairfax, CA 94930

Imagine Software introduces the MOST POWERFUL CALENDAR AND SCHEDULING SOFTWARE AVAILABLE FOR MACINTOSH NETWORKS. Automatically find "free time" for a certain group to meet, inform others of a meeting, automatically determine availability of rooms or equipment, post notes to co-workers' calendars, view calendar information from anywhere on the network in numerous ways, and even be reminded of important events while you are in a different program.

Imagine That, Inc. 451 **BEC**
7109 Via Carmela
San Jose, CA 95139

Extend is a new, powerful simulation application for engineering, science and business that supports both continuous and discrete event behavioral simulation. Extend lets users create models which graphically predict the outcome of real-world events, capturing complex systems in an easily understood, structured manner. Extend uses a block diagram approach, is library based, and has a built-in compiled scripting language. Users: engineers, biologists, geologists, physicists, chemists, statisticians, business and financial professionals, educators, etc.

Individual Software, Inc. 614 **BEC**
125 Shoreway Rd., Ste. 3000
San Carlos, CA 94070

Education and training products, including: FLASH & MATCH FLASHCARDS for all subjects. Also available, French, Spanish, German databases (each includes more than 1,500 word pairs). TYPING INSTRUCTOR ENCORE, typing program (in color on Mac II). Keeps progress records, and you can create your own typing tests. PAGE-MAKER 2.0/3.0 tutorial runs side-by-side ON THE COMPUTER, with PAGEMAKER — no tape players or other accessories required. Covers full breadth of Page-Maker capabilities.

Infinite Graphics 555 **BEC**
12855 Hwy. #55
Plymouth, MN 55402

The Desktop 2100 is a computer aided engineering tool which provides CAD/CAM/Solids/Finite Element Modeling capabilities with an integrated user interface and database structure. The integrated user interface provides easy control of three dimension solid model creation, drafting, detailing, dimensioning, finite element modeling, tool-path generation and data preparation for manufacturing. Input and output compatibility is maintained through BCL, DXF, Gerber, IGES, NC and finite element analysis interface data formats.

Information Presentation Technologies, Inc. 660 **BEC**
23801 Calabasas Rd., Ste. 2011
Calabasas, CA 91302

The uShare family of products from Information Presentation Technologies, Inc. (IPT) enables Macintosh computers to network with UNIX workstations utilizing Ethernet, LocalTalk, Domain Token Ring, and combinations, on a wide variety of UNIX machines. uShare is a comprehensive office automation package offering file sharing, electronic mail, terminal emulation, high-speed virtual disk, print spooling, network and local search, and voice annotation. IPT also offers its SE 1000 Macintosh/Ethernet high-speed interface board.

Informix Software, Inc. 5604 **WTC**
9875 Widmer Rd.
Lenexa, KS 66215

Informix Software is expected to announce the ship date for their highly touted new Wingz product. Inspired by the high performance of Mac II, the released version is fully compatible with Plus and SEs as well. No other Mac software makes it so easy to create dramatic 3-D graphics. Predefined formats make it simple even for the beginner to create complex-looking graphs. Bundled with Wingz is Informix's HyperScript application generator for HyperCard like hyper-text programmability.

Infosphere, Inc. 1300 **BEC**
4730 SW Macadam Ave.
Portland, OR 97201

InfoWorld 425 **BEC**
1060 Marsh Rd., Ste C-200
Menlo Park, CA 94025

InfoWorld is the only newsweekly to report Macintosh news and product reviews right from the start. Volume buyers with Macs in their businesses rely on *InfoWorld's* timeliness and editorial integrity to assist them in their buying decisions. With the introduction of monthly Macintosh Target Editions to compliment our weekly Macintosh News section, *InfoWorld* provides the most comprehensive Macintosh coverage of any PC newsweekly.

Please see our advertisement on page 82

Innovative Data Design, Inc. 5112 **WTC**
2280 Bates Ave., Ste. A
Concord, CA 94520

MacDraft(R) is the best selling CAD package for Apple Macintosh computers. With over 55,000 owners, it's our entry level, 2D drafting package for all kinds of design. Over 50% of MacDraft owners use it for desktop publishing and presentations. DREAMS™ is our mid-range, general purpose CAD program. It brings you to a new level of power and simplicity. Color, layers, symbol libraries, bezier and spline curves, parallel lines, new editing tools and PostScript(R) are there. It's perfect for architects, engineers, graphic designers, interior designers, and everyone with design in mind.

Inovatic, Inc. 616 **BEC**
1911 N. Fort Myer Dr., Ste. 708
Arlington, VA 22209

ReadStar II Plus is intelligent OCR software that recognizes typed and printed characters at constant or proportional pitch, including italics, bold, foreign languages, accents and other nonconventional characters. The ReadStar II Plus character recognition algorithm allows quick and accurate text input. Using an application of artificial intelligence, new typefaces can be "learned" and stored for immediate and future use, giving ReadStar truly unlimited font capability. Its omnifont capability provides for recognition of many different fonts on a single page.

Insignia Solutions 1906 **BEC**
787 Lucerne Dr.
Sunnyvale, CA 94086

SoftPC's complete software emulation of the IBM-PC for Mac II and accelerated SE lets both run all popular MS-DOS software without modification. In multiple windows, soft PC allows cut and paste from PC to Mac plus full file sharing. In networks, Macs with SoftPC communicate like PCs. SoftPC enables painless migration to Mac's convenience and power by preserving valuable user investments in PC applications, files and expertise.

Please see our advertisement on page 42

Interleaf, Inc. 500 **BEC**
Ten Canal Pk.
Cambridge, MA 02141

Interleaf Publisher is powerful electronic publishing software for the Apple Macintosh II. Combining advanced word processing, sophisticated graphics and automated page layout in one integrated package, Interleaf Publisher handles the full range of corporate, government, and academic publishing — from display ads to financial reports and constantly changing technical manuals. Interleaf Publisher lets users create and manipulate hand-drawn graphics, data-driven charts, scanned images, imported computer-aided design (CAD) drawings, and files from MacDraw, MacPaint, MacWrite, and Microsoft Word. Graphics can be combined with text at any time.

Invention Software Corp. 1909 **BEC**
P.O. Box 3168
Ann Arbor, MI 48106

Iomega 711 **BEC**
1821 W. 4000 South
Roy, UT 84067

Iomega Corporation — makers of the Bernoulli Box — will introduce their new line of 5 1/4" 20Mb removable storage systems for the Macintosh SE and Macintosh II. The products are designed for business applications and offer high reliability and data integrity features. Iomega will also announce IBM to Apple data connection software available for their 8", 10 and 20 Mbyte products. This will provide users with a reliable, high performance, removable solution offering infinite capacity, security and convenient data transportability.

Irwin Magnetics 2044 **BEC**
2101 Commonwealth Blvd.
Ann Arbor, MI 48105

Irwin Magnetics will demonstrate 40 and 80 megabyte minicartridge tape backup systems complete with fully-iconographic EzTape software. This powerful software provides maximum control and flexibility in selecting folders and files to backup and restore. These systems support AppleShare, TOPS and Apple's new A/UX. They also are the only tape backup systems sophisticated enough to allow data and text files to be exchanged between Macintosh, Unix, MS-DOS and OS/2 computers.

Exhibitor Descriptions

James River Corp.-Electronic Imaging Div.

356B Sewall St.
Ludlow, MA 01056

917 **BEC**

Pro-Tech Computer Paper & Film offers a broad selection of electronic imaging products for five different imaging technologies: laser, ink jet, thermal transfer, pen plotter and impact. They are designed for use in desktop publishing, presentation graphics, and word and data processing. New products include . . . Specialty laser finishes in linen, rebraid and brushed cotton. Films for Thermal Transfer, Ink Jet, Pen Plotter and Daisywheel printers. Ink Jet Ultra: a coated sheet for color hard copy. Specialty impact printer papers: brushed cotton, rebraid and linen.

Jasmine

555 DeHaro St.
San Francisco, CA 94107

5458 **WTC**

Jasmine Technologies Inc. provides high-value storage solutions with a no-nonsense two year warranty program. Safe, simple storage solutions from 20MB to 140MB. We offer internal and external SCSI and storage back-up systems for all Macintosh computers (512E to Mac II) including full software and hardware support. All Jasmine systems are fully Apple compatible and are a perfect match to your Macintosh in color, styling and dimensions — a Jasmine exclusive! Come visit our booth and see for yourself!

Please see our advertisements on pages 8-9, 32-33, 80-81, 104-105

Julian Systems Inc.

2280 Bates Ave., Ste. J
Concord, CA 94520

642 **BEC**

Julian Systems will be exhibiting its line of Value Added Macintosh products and manufactured peripherals. The products being exhibited are: RAM: affordable memory expansions for the Macintosh computer line; NTSC: Converter: the affordable, high quality Macintosh II to NTSC Video converter; Hard Drives: the Reliant series of mass storage devices for the Mac II and Macintosh SE; Rack II: the Rack Mountable, ruggedized Macintosh II for road, field, laboratory, and studio use. Several new products will also be introduced.

Kaetron Software Corp.

11318 Ericston Dr.
Houston, TX 77070

5138 **WTC**

Introducing TopDown™. Flowcharting tool designed to improve communication between systems users and systems developers. Facilitates breaking complex functions into smaller components. Easy to use. Color. Uses include: data analysis, data flow diagrams, flowcharts, organization charts, graphical outlines. Excellent documentation tool. Design and document in one step. Features ANSI symbols, customizable palette, post-it style notes, search/replace, reports, full pattern menu.

Kandu Software Corp. 1612 **BEC**

2305 N. Kentucky St.
Arlington, VA 22205

They say the first time you write a program you learn how to write the program. With that in mind, Kandu Software is happy to announce the release of CADMOVER 3.0. Graphic file translation has never been this easy. IGES, DXF, SNAP!, MiniCad, Space Edit, MacDraw, PICT and MSC/pal are included in one program for maximum flexibility in any work environment. CAD-MOVER — designed for computer professionals who know the value of reaching beyond current limits.

Kensington Microware, Ltd.

251 Park Ave. South
New York, NY 10010

1636 **BEC**

Kensington offers a complete line of accessories for the Macintosh including: the New Turbo Mouse line of input devices.

Kent Marsh Ltd.

27 Peaslee Rd.
Merrimack, NH 03054

5404 **WTC**

Publishers of The NightWatch™ and Mac-Safe(R), Kent Marsh Ltd. specializes in security software you can count on. Here in Boston, they will be showing their new product line that allows you to password protect individual folders on your desktop. If you're not using Kent Marsh Ltd.'s security software to protect your work, you're leaving it naked to anyone with access to your Mac. Come by the KML booth to see how you need be "Naked No More!"

Please see our advertisement on page 2

Kevin J. Doyle Computer Systems Consulting

14 Mall St.
Salem, MA 01970

5452 **WTC**

THE FOUNDING FATHERS OF MACINTOSH CUSTOMIZATION are back for MacWorld Expo! We create software for the exacting needs of clients, and as an Apple VAR provide necessary hardware and training to offer A TOTAL SOLUTION. We have grown into a facility that features a 30-person training center. A broad curriculum is offered, from basic Macintosh orientation to programming database management systems. We are also introducing E.S.P. EXECUTIVE SEARCH & P.LACEMENT, the Management Recruiter's Dream Tool.

Kinetics, Inc.

2540 Camino Diablo,
Ste 110
Walnut Creek, CA 94596

5221 **WTC**

1736 **BEC**

Kinetics products provide Ethernet connections to Macintoshes and LocalTalk networks. Hardware includes the FastPath LocalTalk-to-Ethernet gateway, and the EtherPort SE, EtherPort SEL, EtherPort II, and EtherSC, all of which provide direct Macintosh connections to Ethernet networks. Software includes K-Talk, K-Spool, and K-Term for Unix-based systems, as well as third-party software that provides AppleTalk, DECnet, TCP/IP, and OSI network services. The LANalyzer, a network troubleshooter, will also be shown.

Please see our advertisement on pages 40-41

Kingsley/ATF Type Corp.

850 Cahunga Blvd.
Hollywood, CA 90038

141 **BEC**

For over 180 years, American Type Founders has produced high quality, precision printing type to the printing trade and now offers the same excellence in its new product, Macintype. High quality fonts for use in all postscripted devices will be displayed and new release of original type faces will be featured. See the Publisher's Choice.

Drive

Safety first.

That's the basic rule of thumb with disk drives because you can't risk crashing.

And that's precisely why you should buy a Jasmine DirectDrive.™

Ranging in storage from 20MB up to 140MB, all DirectDrives have to first pass the Jasmine torture test: 10 million read and write commands with stop/starts at low voltages. Which is far more stressful than any typical work environment.

In fact, once installed, you won't know our engine's running — though we drive far faster than the competition. The reason? DirectDrives feature a silent ball-bearing fan. And a replaceable filter to ensure trouble-free operation long after our no-nonsense, two year warranty runs out.

Equipped with Symantec Utilities

for Macintosh, you can even recover data from a mistakenly initialized hard drive — something nobody else can do. Then back everything up with Microseeds' simple yet powerful Redux software that's included, too.

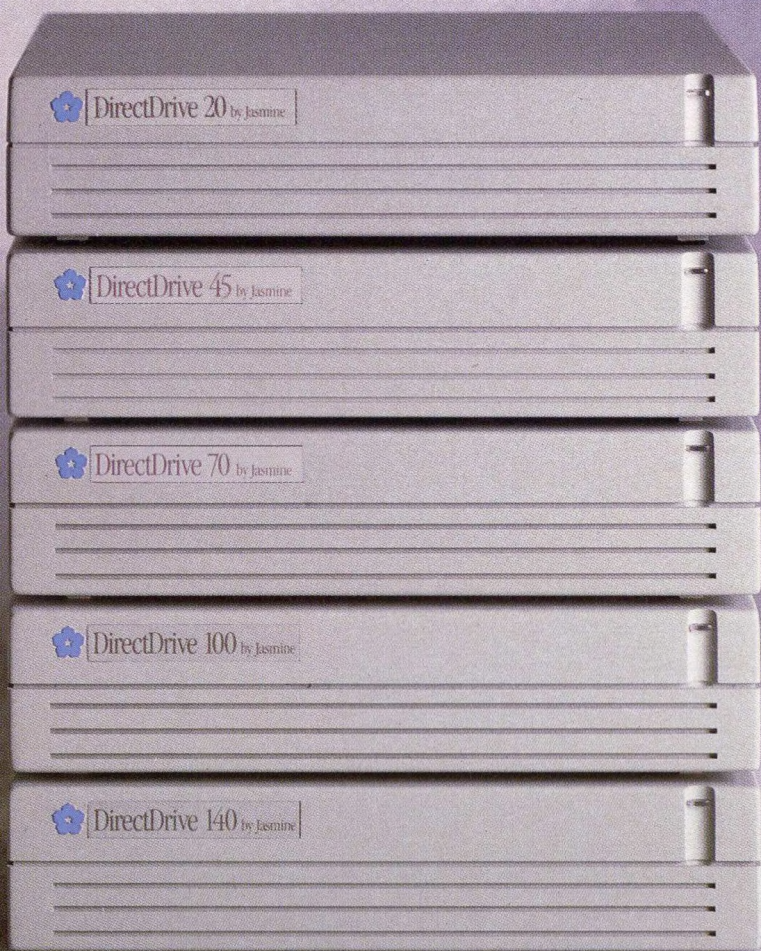
Finally, we won't back you into a corner. With a SCSI switch, you can add whatever extra storage you'll need down the road. And our true SCSI Partitioning means you can allocate distinct storage "partitions" to different users, managing everything from the control panel. Yet another Jasmine exclusive.

Play it safe with your disk drive. Call us toll free to charge a DirectDrive. It's storage you can definitely afford.

And given the value of your data and our safety record, you can't afford to consider anything else.

All Jasmine hard drives come with four complete applications — DfScriptor and DriveWare Utility Software from Jasmine, Redux from Microseeds and Symantec Utilities for Macintosh from Symantec — plus the following demo programs: 4th Dimension™ from Acius, WriteNow™ from T/ Maker, Insight from Layered, FileMaker 4 from Nashoba, QuickKeys™ from CE Software.
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Safely.



DirectDrive 20 — \$549
20MB formatted, Interleave 1:1
DirectDrive 45 — \$799
43MB formatted, Interleave 1:1
DirectDrive 70 — \$999
67MB formatted, Interleave 1:1
DirectDrive 100 — \$1249
98MB formatted, Interleave 1:1
DirectDrive 140 — \$1499
137MB formatted, Interleave 1:1



Jasmine

1-800-347-3228

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Because all the right people read InfoWorld.

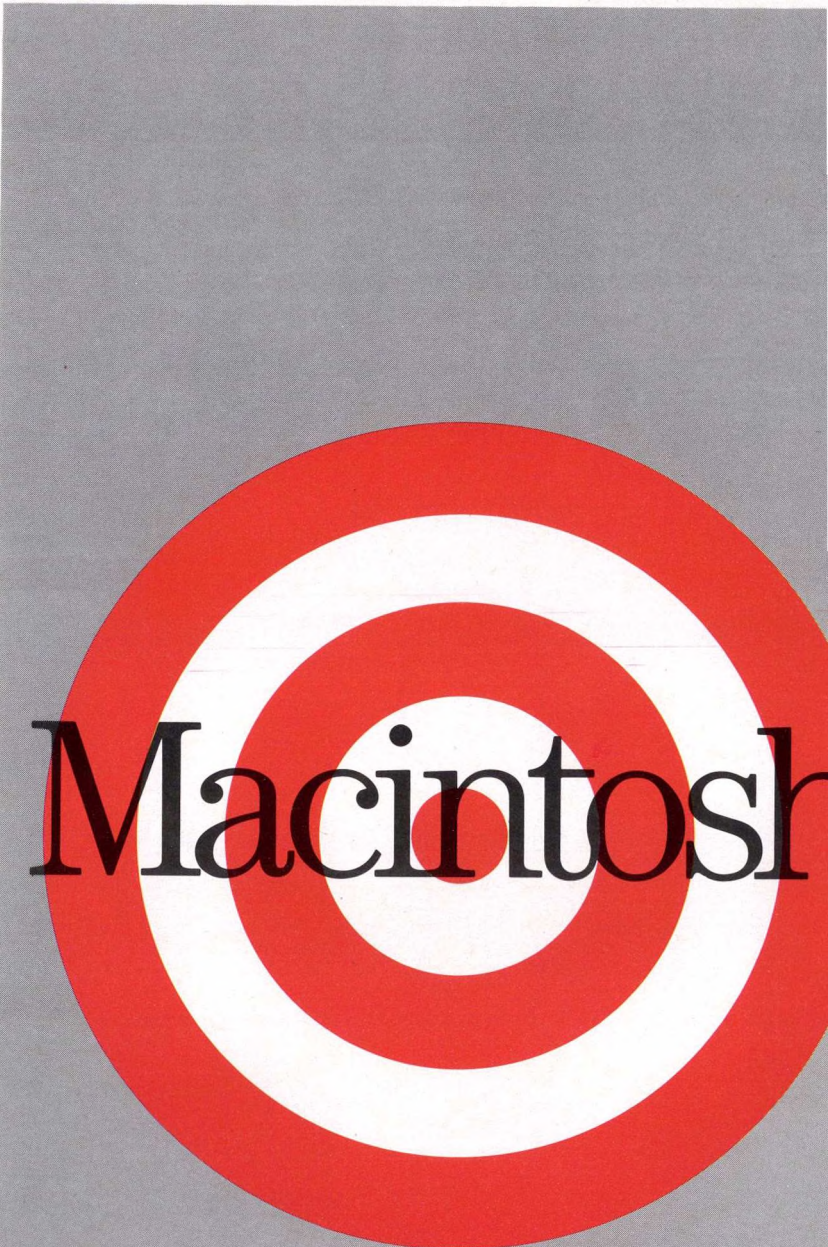
Our monthly Macintosh Target Editions zero in on just the buyers you want to reach — 54,000 strictly qualified Mac buyers.

And that's in addition to InfoWorld's weekly reporting on Mac products and news to 160,000 of the most influential buyers in the PC industry.

With Macintosh Target Editions, you'll be a hit in all the right circles. And run rings around the competition.

For more details about InfoWorld and Mac Target Editions, stop by the InfoWorld Booth #425, Bayside Exposition Center.

Or call your InfoWorld regional representative at (800) 227-8365. In California, (415) 328-4602 or (800) 344-4636.



Macintosh

INFO
WORLD

Not the most buyers. Just the most important.

Exhibitor Descriptions

Kroy Inc. 5233 **WTC**
14555 N. Hayden Rd.
Scottsdale, AZ 85260

Kroy Incorporated will be presenting Color Plus and Sign Studio. Color Plus allows the end-user to apply one of sixty different colors of film to any dry-toner image. This product is designed to mesh well into the DTP market. Its small size and reasonable price make it a natural for anyone who wishes to add color to their desk-top presentations. Sign Studio is a Macintosh-based software package for the creation of interior and exterior architectural signage.

La Cie Ltd. 5665 **WTC**
16285 S.W. 85th St., Ste. 306
Tigard, OR 97224

LAN Magazine 1837 **BEC**
12 W. 21st St.
New York, NY 10010

Language Systems Corp. 521 **BEC**
463 Carlisle Dr.
Herndon, VA 22070

Language Systems FORTRAN is a full-featured FORTRAN 77 compiler that operates in the Macintosh Programmer's Workshop (MPW) environment. The compiler accepts full ANSI Standard FORTRAN 77, plus extensions, and supports all of Apple's SANE™ numerical calculations and data types. Compiler switches allow the programmer to specify generation of 68000, 68020 and 68881 object code. Language Systems FORTRAN supports conditional compilation, arrays larger than 32K, and cross-linking with code written in Pascal and C. Language Systems FORTRAN is now shipping and is available by itself or bundled with the MPW environment.

Laser Charge 162 **BEC**
11782 Jollyvale Rd.
Austin, TX 78759

Laser Charge, the Toner Cartridge Recharge Specialists, is offering an opportunity for people to join the fastest growing recharge network in the world. Laser Charge dealers, now found in 40 states and 10 foreign countries, have attended the most extensive laser printer and copier cartridge recharging class available today. Whether you are looking for a successful new business, or just adding to your current product line, visit us at our booth.

Laser Designs Corp. 543 **BEC**
1430 Mass. Ave., Rm 209
Cambridge, MA 02138

Lasergraphics, Inc. 354 **BEC**
17671 Cowan Ave.
Irvine, CA 92714

Lasergraphics, Inc. will demonstrate the new Lasergraphics Film Recorder (LFR) series designed for the Macintosh computers. The Mac-LFR is available in 4000 and 6000 line resolution versions. Designed for high-volume use and unbeatable output speed, the Mac-LFR series takes less than 2 minutes to generate a 4,000 line board-room quality slide and 3 for a 6,000 line version — no image or color degradation.

Laserware, Inc. 5528 **WTC**
P.O. Box 668
San Rafael, CA 94915

LaserPaint Color II. Graphics workstation software combining Drawing, Painting, Writing & Layout capabilities in one program. Drivers for Sharp & Howtek color scanners. 256 grays, Pantone or 8 bit colors, and in 16 million 24 bit colors. Photo-retouch, tone-correct and edit gray, 8 bit and 24 bit color scans. Create automatic 4-color process separations of all artwork including scanned color photos. Print to all PostScript printers, color thermal printers, 35mm slides, and video.

Layered, Inc. 5262 **WTC**
529 Main St.
Boston, MA 02129

Layered's Insight Expert Accounting Series is a comprehensive, powerful accounting system that will analyze and interpret your financial results. It has been independently tested and verified by Peat Marwick, the world's largest accounting firm and won highest honors from Macworld and MacUser Magazines. The Insight Expert Accounting Series includes Accounts Receivable & Billing, General Ledger, Accounts Payable, Inventory, Time Billing, and One-Write. Layered also produces Front Desk™ — a time-management system that is useful for professionals and services firms that need to schedule or track multiple people, facilities or equipment.

Legalware, Inc. 5334 **WTC**
33 Yonge St., Ste. 1120
Toronto, Ontario, Canada M5E 1S9

Letraset U.S.A. 1506 **WTC**
40 Eisenhower Dr.
Paramus, NJ 07653

Please see our advertisement on page 144A-144B

Linotype 5167 **WTC**
425 Oser Ave.
Hauppauge, NY 11788

Logical Operations 5245 **WTC**
240 East Ave.
Rochester, NY 14604

Logical Operations provides a full range of training products and services for IBM PC and Macintosh software. Professional training materials and textbooks are available to support PC's and software in corporate business environments. Courses come with Student Manual, Instructor's Guide, and data diskette. Professional trainer training and ongoing support are also available. Current curriculum includes over 25 introductory and advanced courses. Courseware sales is supported by local and corporate sales force. Logical Operations also provides on-site training.

MACazine 508 **BEC**
8008 Shoal Creek Blvd.
Austin, TX 78758

MACazine, the Macintosh magazine that offers "Solutions for all of us" will be giving away free August and September issues at the booth. The MACazine is accurate, factual and unbiased, providing information that is written to assist business users and buyers to make intelligent decisions in the purchase of hardware and software for the Macintoshes. Editorial and technical staff will be available at the booth to discuss your questions about the Mac.

MacConnection 1540 **BEC**
14 Mill St.
Marlow, NH 03456

MacConnection, the oldest and most respected mail order dealer of products for the Macintosh, will be introducing their first catalog. Many of the ideas in the catalog will be available for sale at the booth. Plan to drop by and say hello.

Exhibitor Descriptions

MacGuide Magazine 536 **BEC**
818 17th St., Ste. 210
Denver, CO 80202

MacGuide Magazine, Inc. presents its Summer 1988 issue at the Macworld Expo. With over 550 pages and over 3,400 product reviews and listings, the Summer 1988 issue is the largest resource library ever published for the Macintosh marketplace. *MacGuide Magazine* is known as the SuperSource for the Macintosh and is required reading for Macintosh product volume buyers, specifiers, owners and users, consultants and corporate executives. *MacGuide* is the "what-to-buy" magazine.

Macintosh Bible (Goldstein & Blair) 646 **BEC**
Box 7635
Berkeley, CA 94707

Three great Mac Products (dealers and distributors please inquire): 1. The Macintosh Bible, 2nd Edition: A runaway best seller, widely regarded as the most informative book ever written about the Mac. Completely revised and updated. Hundreds of pages of new material. Thou-

sands of tips, tricks, and shortcuts. Two free updates. \$28. 2. The *Macintosh Bible* Disk: The best public-domain software, templates, and shareware. \$15. 3. The *Macintosh Bible* book/disk combination: \$38 (save \$5).

Please see our advertisement on page 84

Macintosh Business Review 461 **BEC**
10 Holland Dr.
Hasbrouck Heights, NJ 07604

The first MAC Magazine to focus entirely on the business use of Macintosh systems. This new publication of VNU Business Publications, publisher of Personal Computing Magazine, delivers an audience of qualified buyers of Macintosh hardware and software. Managers at the corporate, division, and department levels who are responsible for computer products used by their work groups. *Macintosh Business Review* provides this audience with the editorial environment it demands. Features that offer in-depth solutions and applications.

MacOrchard, Inc. 5211 **WTC**
1502 A Walnut St.
Berkeley, CA 94709

MacOrchard is a Berkeley, CA, based retailer and mail order house for software, hardware, and accessories for the Apple Macintosh line of computers. As a "Mac Only" store, MacOrchard has an extensive catalog of both the common and the uncommon Mac product. We will have hundreds of software and hardware products on hand at the Macworld Expo for sale at special low show prices.

MacPeak Systems, Inc. 5214 **WTC**
1201 Spyglass
Austin, TX 78746

MacProducts USA 5510 **WTC**
9709 Brown Lane, Ste. E
Austin, TX 78754

MacProducts USA is a developer, manufacturer, and reseller of products and services for the Macintosh. Our product offerings include software, hardware, and accessories from vendors such as Microsoft, PCPC, and Aldus. We also perform memory upgrades and repairs. During the exposition, we will be demonstrating our new 68030 accelerator board as well as MagicDrive series of hard disk drives. MacProducts USA is dedicated to our customers, serving both the United States and international clients.

MacroMind, Inc. 916 **BEC**
1028 West Wolfram
Chicago, IL 60657

VideoWorks Interactive — advanced version of an old classic, featuring animated sales charts, slides and point-of-purchase displays. This interactive presentation product is ideal for prototyping, simulations & training. VideoWorks II — multi-media presentation software, winner of MacUser & SPA awards. VW II HyperCard Driver — plays color, full-screen and b&w animations within HyperCard. VWII Accelerator — speeds animations to 40 frames-per-second. Clip Charts, Clip Animations, Clip Sounds, Black & White Movies — simplify the creation of business presentations with pre-made animations.

The best-selling general Mac book. 85,000 copies in print.

If you own a Mac, you should own this book. **BYTE**

If you only buy one Mac book this year, this should be it. **MACAZINE**

Rating: 95 out of 100. MACGUIDE

Well done...contains a lot I didn't know. **ANDY HERTZFELD**

Like having a Macintosh expert at your side whenever you need one. **NEW YORK TIMES**



BOOTH 646, BAYSIDE
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BEC indicates Bayside Exposition Center
WTC indicates World Trade Center

Exhibitor Descriptions

Macropac International

5619 **WTC**

19855 Stevens Creek Blvd.,
Ste. 168
Cupertino, CA 95014

Macropac International will display 101 Scripts and Buttons for Hypercard, a collection of hypercard shortcuts, tips, and programming tools designed to save time and help hypercard users develop professional-looking stacks in an instant. Rather than reinvent the wheel, buy the work that's already been done for you: over 100 prewritten icons, buttons, cards, and scripts for hypercard, complete with comprehensive user's manual and tutorial chapters. For both the novice and hypercard power user.

MacTutor

1413 **BEC**

1240 N. VanBuren, Ste. 105
Anaheim, CA 92807

MacTutor is the PREMIER magazine for programmers and developers of Mac products (hardware and software). Our editorials cover diverse programming and engineering subjects. Letters to the editor and editorials keep developers abreast of current Mac technical trends. We have been in continuous monthly publication since 1984. We are read by corporate and small business decision makers. All articles for each year are compiled in book form. We will be selling software, books and magazines.

MacUnderground/Meese Co. Bros. Software

421 **BEC**

332 N.E. Sunderland Ct.
Lee's Summit, MO 64064

MacUnderground Electronic Magazine: the online publication of the future. Stop by for demonstrations, membership and, distributor information. Meese Co. Bros. present their famous collection of erotic entertainment for the Macintosh.

MacUser Magazine/ Ziff Davis Pub. Co.

1530 **BEC**

One Park Ave., 4th Fl.
New York, NY 10016

MacUser, the Macintosh Resource, delivers hands on power user tips and techniques, in-depth coverage about business, education, and professional applications. Every monthly issue features over 275 product reviews. Stop by our booth and pick up your free issue!

MacWEEK

460 **BEC**

525 Brannan St.
San Francisco, CA 94107

MacWEEK is the first newsweekly published for corporate, university, and government-based users of Apple Macintosh computers.

Macworld Magazine & Publish Magazine

1306 **BEC**

5366 **WTC**

501 Second St.
San Francisco, CA 94107

Please see our advertisements on
page 39, 72-73, Cover 3 & Cover 4

Madson Line

5162 **WTC**

228 Harrison St.
Oakland, CA 94607

We are manufacturers of the top of the line carrying cases for the Macintosh family of machines. When transporting the Macintosh, think of the MADSON LINE for soft cases (available in colors!), hard shipping cases, and hand trucks. In line with creating products that interface between the man and machine, we have created the top of the line glare filters for Radius, E-Machine, and Mac II monitor. For style and elegance we have designer disk wallets with note pads from France.

Magic Software, Inc.

5041 **WTC**

1706 Galvin Rd.
Bellevue, NE 68005

AutoSave DA is a desk accessory that automatically saves the current file to disk from any application. Works on all Macintosh computers, and in the Multifinder environment. Works with all current Mac software, and with hard disk drives. AutoSave DA installs as a Desk Accessory and allows the user to set the save time from any interval — one to ninety-nine minutes. LABELLEBAL is a bulk mail or individualized label program that allows you to make labels virtually any way you want them. More features than any other label program on the market. Versions available for Macintosh and Apple.

Mainstay

1606 **BEC**

5311-B Derry Ave.
Agoura Hills, CA 91301

Mainstay will feature several new and exciting products: Think'n Time 2.0, a next generation visual organizer, MacSchedule, a fast schedule drawing application, and MacFlow 2.0, a tool for drawing fast,

custom flowcharts. Also, the highly acclaimed V.I.P. visual programming family with new managers, translators and tutorial books will be presented. Mainstay will announce and demonstrate two major new products: a personal information manager and a multi-user workgroup editing application. Come see the future!

Mansfield Systems, Inc.

1930 **BEC**

550 Hamilton Ave., Ste. 150
Palo Alto, CA 94301

TechScriber — Technical and financial desktop publishing software for Macintosh computers. TechScriber is the first Macintosh application which addresses the needs of technical and financial desktop publishing at desktop prices. TechScriber incorporates all basic publishing features (word processing, page layout and publication structuring) plus embedded diagram, table and math editors, and provides virtual integration with other Macintosh applications.

Manx Software Systems

1526 **BEC**

One Industrial Way West
Eatontown, NJ 07724

Aztec C68k translates programs written in C into executable code. Features include: the only Macintosh source level debugger; optimized C with 68010, 68020, and 68881 support; inline assembly; full MPW support; large code and large data; profiler; complete Macintosh tool box support, including Inside Macintosh Volume 5; pre-compiled headers; generates any size segments (no 32K limit); UNIX and Macintosh libraries; UNIX utilities make, diff, grep, vi editor, TMON, MACSBUG, and MACNOSY support; enums, bit fields, 32-character external symbol names; IEEE, 68881, and SANE floating point.

Market Engineering Corporation

551 **BEC**

1675 Larimer St., Ste. 600
Denver, CO 80202

Crystal Ball™ is a forecasting and risk management program for the Macintosh. Using Microsoft Excel, Works, or Multiplan spreadsheets, you build a model of the problem you wish to analyze. Then based on your assumptions, Crystal Ball will graphically illustrate the entire range of results most likely to occur in your given situation. It gives you a strong intuitive feel for decisions at hand, a clear way to manage an uncertain future.

Exhibitor Descriptions

Mass Micro Systems 130 **BEC**
550 Del Rey Ave.
Sunnyvale, CA 94086-3528

Quality Macintosh enhancement products with the Power2 Expand! including: MASS STORAGE family External and Internal SCSI hard drives-20-100MB. Power 2 Expand! Expansion Hard drives for MASS STORAGE family. COLORSPACE desktop Video Production™ graphics board for the Mac II: Mix live video with Mac graphics-the first true video workstation for your desktop. DATAPAK: removable 45MB cartridge drive: works like a hard drive with the convenience of a floppy. MASSFONTS memory expansions for Apple Laser-Writers providing 27 downloadable fonts.

Matrix Instruments 159 **BEC**
1 Ramland Rd.
Orangeburg, NY 10962

Matrix Instruments, Inc. is the leading manufacturer of equipment used for electronic image acquisition, recording, processing, storage, transmission, and display. Matrix offers an extensive product line permitting engineers, architects, presenters of business information, animators, scientists, and others to make high quality color hardcopy — slides and prints — from their Macs. Matrix's digital film recorders, the new ProColor™, and SlideWriter™, are capable of producing slides indistinguishable from those that could be produced manually by an artist.

MBJ MacBusiness Journal 422 **BEC**
One Currant Place
Fall River, MA 02720

MacBusiness Journal is designed for Macintosh business users who want to get the most from their computers. MBJ provides the detail and insight necessary to assist Macintosh users with their daily business decisions. MBJ keeps you updated on the latest products, programming breakthroughs, networking information, and works together with the Macintosh business community to provide solutions to your business problems. Look ahead at the future of Macintosh in the business realm.

Please see our advertisement on page 87

MECA Ventures, Inc. 624 **BEC**
355 Riverside Ave.
Westport, CT 06880

Andrew Tobias' *Managing Your Monday* is a comprehensive home financial management program that serves as a vehicle to organize and analyze your finances, from budget and checkbook to calculating your net worth. *Managing Your Money* also gives fast analysis of your investment portfolio, and sound money-saving strategies on retirement plans, insurance needs, loan payments, tax returns and much, much more.

Mediagenic 5104 **WTC**
5885 Bohannon Dr.
Menlo Park, CA 94025-1001

Mediagenic's Macintosh software division premieres and features a revolutionary new Macintosh application at MacWorld — an integrated, in-depth solution addressing the most popular uses of the Macintosh. In addition, Mediagenic features: Focal Point II, the ultimate time/task organizer; Open it!, the ultimate DA and a HyperCard-based communications program — the next generation in customizable terminal programs.

Mega Drive Systems 1838 **BEC**
1801 Avenue of the Stars, Ste. 507
Los Angeles, CA 90067

The Disk Pack is a revolutionary portable, removable Winchester hard disk. It enables you to carry all your data with you everywhere you go, in a small rugged module offering 20 to 100 Megabytes of storage. Also ideal for real data security (lock it in a drawer or safe). Disk Pack combines the high speed, reliability and mass storage of a hard disk, with the portability and convenience of a floppy. Operates on Macintosh and IBM.

Megagraphics, Inc. 100 **BEC**
439 Calle San Pablo
Camarillo, CA 93010

MegaGraphics will present MegaScreen Video Systems. These color, greyscale, and monochrome monitors and graphics interfaces provide the Macintosh with enhanced display capabilities. MegaScreen preserves the WYSIWYG of the Macintosh graphics display, while providing state-of-the-art software features. High performance, high resolution and high refresh rate have provided this product with exceptional reviewer ratings. The MegaShot Video Digitizer allows video input into the computer in 256 levels of grey in 1/30th of

a second. The Macintosh II interface will accept images from any standard video source, such as VCR, video camera or television broadcast signal. A greyscale histogram, monitor preview window and zoom/focus feature are included with MegaShot software.

Menu 5660 **WTC**
Mayview Rd. at Park Drive
Lawrence, PA 15055

MENU, a Black Box company, offers the largest, most complete source of software in the world! Software to tantalize anyone and everyone's software tastes is listed on MENU's comprehensive database. MENU highlights the more than 2800 Macintosh software programs listed on the database in their directory, MACMENU. MACMENU retails for just \$9.95 and offers pertinent information on each title listed. Come by to see what you're missing in software applications!

Meta Software Corp. 5765 **WTC**
150 Cambridge Park Dr.
Cambridge, MA 02140

Micro CAD/CAM Inc. 5621 **WTC**
5900 Sepulveda Blvd., Ste. 340
Van Nuys, CA 91411

MGMStation CAD is a full-featured, Computer Aided Design software tool that enables even novice users to produce high-quality drawings without prior computer experience. Experienced draftsmen will find that MGMStation's uniquely enhanced interface adds unsurpassed versatility. MGMStation CAD/CAM is a full range of CAM Solutions for 2 1/2 and 3 axes milling, turning, sheet metal cutting, and EDM processing. MGMStation IGES for communication with other CAD systems.

Micro Dynamics, Ltd. 5613 **WTC**
8555 16th St., Suite 802
Silver Spring, MD 20910

Micro Dynamics MARS (Multi-user Archival and Retrieval System) is an integrated electronic document management system that allows a network of users to permanently store and quickly retrieve vast quantities of scanned paper and/or computer-generated documents using Macintosh computers, digital scanners, and WORM (write-once, read-many) optical disks. This cost effective system features a modular software design incorporating state-of-the-art technologies, fast retrieval, security, and easy customization.

Exhibitor Descriptions

Micro Planning International

235 Montgomery St., #840
San Francisco, CA 94104

MICRO PLANNER is professional project management software which helps managers complete projects on time and on budget. It uses critical path analysis (PERT) and resource scheduling and optimization techniques to show a manager when a project can be completed and pinpoint problem areas such as resource overloads. Progress and Exception Management Reports (PERT and GANTT) are provided, all made easy with state of the art graphics. Suggested Retail Price is \$595.00. Come see a sneak preview of the Professional version.

1621 **BEC**

Microlytics, Inc.

300 Main St.
E. Rochester, NY 14445

Microlytics will be demonstrating GOfar, its new desk accessory. GOfar is a high-speed text search and insertion DA that allows users to find text without knowing the name or location of the file, or which application created it. Also being demonstrated is the Word Finder 220,000 synonym thesaurus that William F. Buckley, Jr. says changed his life. Microlytics' spellers, thesaurus, definition dictionary, text-retrieval, and hyphenation technologies are available for OEM applications. Present OEM customers include Ashton-Tate, Claris, Lotus, Microsoft, MicroPro, Selectronics, Symantec, XyQuest, and Xerox. Microlytics markets its products directly through leading dealers and distributors and through OEM relationships with major software, hardware and consumer electronics companies.

Please see our advertisement on page 90

620 **BEC**

Micron Technology

2805 E. Columbia Rd.
Boise, ID 83706

Micron Systems Group supports the Apple Macintosh Plus, SE and II with SIMM upgrade kits. Upgrades for the Mac Plus and SE include 2/4MB kits and 1,2,4, 8 MB kits are available for the Mac II. Micron's boards are fully populated and tested in their final configuration! Micron warrants all of its memory products for 2 years to registered users along with a 30 day money back guarantee.

Please see our advertisement on page 7

810 **BEC**

Microseeds

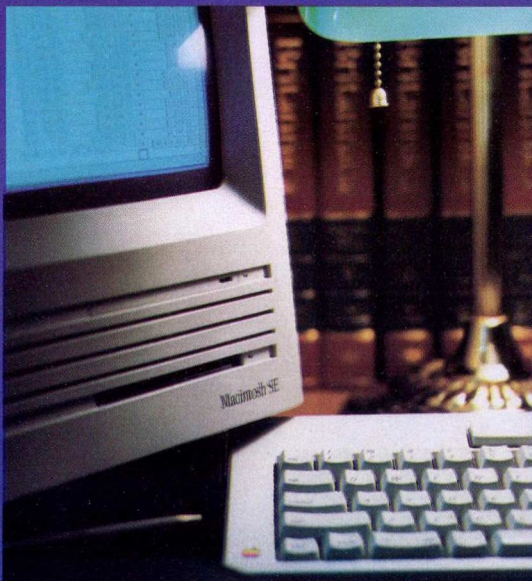
Publishing, Inc.

4702 N. Hesperides, Ste. F
Tampa, FL 33614

2102 **BEC**

BEC indicates Bayside Exposition Center
WTC indicates World Trade Center

MBJ MacBusiness Journal



FREE ISSUE!

Promote your Macintosh™ to Business Management

MacBusiness Journal™ is exclusively for the business user who needs to do more with the power of the Macintosh. **MBJ™** stresses the utility the Mac can deliver in your everyday business applications. Through tutorials, special reports, Hints & Tips, plus our standard columns, **MacBusiness Journal** provides insight to maximize the potential of your electronic business partner, your Macintosh.

YES, please send me a FREE issue of MBJ!

NAME

TITLE

COMPANY NAME

ADDRESS

CITY STATE ZIP

Mail to:

MacBusiness Journal, P.O. Box 2140, Fall River, MA 02722-2140
For further information call 1-800-345-3360 (in MA 1-617-678-4200)

FullWrite I

Everything else is ju

Until now, most word processing programs limited your creativity and vision. And ultimately your communication.

But now there's FullWrite Professional from Ashton-Tate. A new powerful word processing environment that helps you express your thoughts in ways you could only imagine before. Because with FullWrite™ you can do more than word processing.

FullWrite is the next generation of word processing that you've been waiting for. With advanced page layout features, graphics and powerful word processing capabilities in one easy to use writing environment. There's no hassle. You don't have to switch between several programs to create more than a simple letter. Even if you're designing the letterhead at the same time.

For instance, FullWrite wraps text automatically around any imported graphic, regardless of the shape, with one simple command. Then adjusts the wrapping until it's exactly the way you want it.

And instead of using a separate layout program, FullWrite gives you control over multiple column sizes on the same page. Or even multiple documents on the same page. So you decide the exact look you want. Exactly.

ON THE FLY

6308 Troutmask Lane, Stillwater, Montana
A Memo On The Lures Of Trade



We at *On the Fly* lures want to ensure that the wily, sought-after creatures of the watery world are as captivated with our fishing customers as our customers are with our fine lines of natural, organic hand-tied flies. The line of lures we offer this year will, indeed, reel in customers as never before.

Tackle your fancy.

For the young novice angler looking to launch the hobby with tamer game, *On the Fly* will offer a range of smaller, lighter, less intricate lures, such as the Peanut Piper, the Pumpkin Puff,



the Weedy Wiggle and the Puddle Jumper. These lures are designed for easy handling, both on and off the hook. For the reel man who chums for larger catch, the new additions to our 1989 product line include the Chimner Swizzler, the FinchDog Fighter, the Man-Boy Behemoth and the Brassy Bottom Bonanza. These additions for 1989, plus the full line of tried-and-true *On the Fly* lures are on the following pages.

Lure, line & sinker.

Our *On the Fly* authorized dealers have long been aware of both our in-store and customer support services. This season is no different. In fact, in addition to our advertising budget, we have plans to expand our in-store displays and re-package the lures for easier inventory and handling.

PROJECTED SALES FOR 1989*		
	CHIMNER	BONANZA
100K	NO	YES
50K	YES	YES
25K	YES	YES
10K	YES	YES
5K	YES	YES

Hold the anchovies.

For our customers, we plan to initiate a toll-free 800 number to widely distribute information such as matching lure to fish, bait tips and techniques, hot spots for fishing and spawning cycles. With this service, the fishing line of our market will always be busy.

* SALES FIGURES FOR 1989 ARE JUST A WILD GUESS

This document created with Microsoft™ WORD 3.02.

Professional. Not Word processing.

ON THE FLYTM

6308 TROUTMASK LANE, STILLWATER, MONTANA

A Marketing Memo On The Lures Of Trade

We at *On the Fly* lures want to ensure that the wily, sought-after creatures of the watery world are as captivated with our fishing customers as our customers are with our fine lines of natural, organic hand-tied flies. The line of lures we offer this year will, indeed, reel in customers as never before.

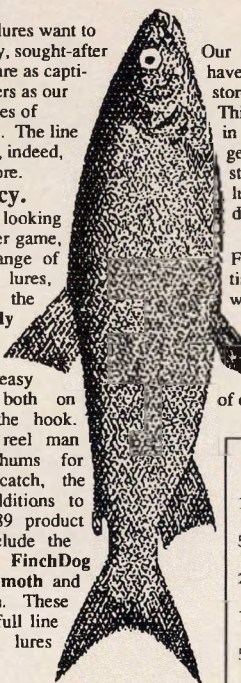
Tackle your fancy.

For the young novice angler looking to launch the hobby with tamer game, *On the Fly* will offer a range of smaller, lighter, less intricate lures, such as the Peanut Piper, the Pumpkin Puff, the Weedy Wiggle and the Puddle Jumper. These lures are designed for easy handling, both on and off the hook.



The Brassy Bottom Bonanza

For the reel man who chums for larger catch, the new additions to our 1989 product line include the Chimmer Swizzler, the FinchDog Fighter, the Man-Boy Behemoth and the Brassy Bottom Bonanza. These additions for 1989, plus the full line of tried-and-true *On the Fly* lures are on the following pages.



Lure, line & sinker.

Our *On the Fly* authorized dealers have long been aware of both our in-store and customer support services. This season is no different. In fact, in addition to our advertising budget, we have plans to expand our in-store displays and re-package the lures for easier inventory and handling.

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PROJECTED SALES FOR 1989*		
	CHIMMER	BONANZA
100K		
50K		
25K		
10K		
5K		

*Sales figures for 1989 are just a wild guess

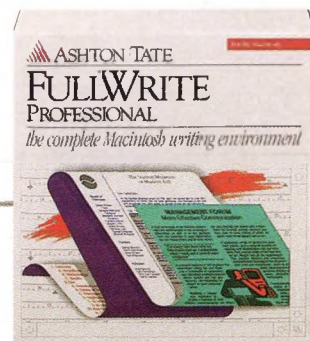
Because all parameters are controlled in picas, points, centimeters, pixels, or inches. Right down to 1/10,000 of an inch. And that's important whether you're controlling a typesetter[†] or a LaserWriter.

To make it even easier to keep your eyes on the screen, your hands on the keyboard and your mind on your work, FullWrite has the most complete dictionary, thesaurus and outlining system for the Macintosh. Not to mention every other feature you expect in the next generation of word processing software for the Macintosh.

See The Next Generation of Word Processing.

For our one-on-one demonstration of what FullWrite Professional can do, visit your Ashton-Tate dealer. Or call 800-437-4329 Ext. 3406* for more information.

Because without FullWrite, you're only as good as your word.

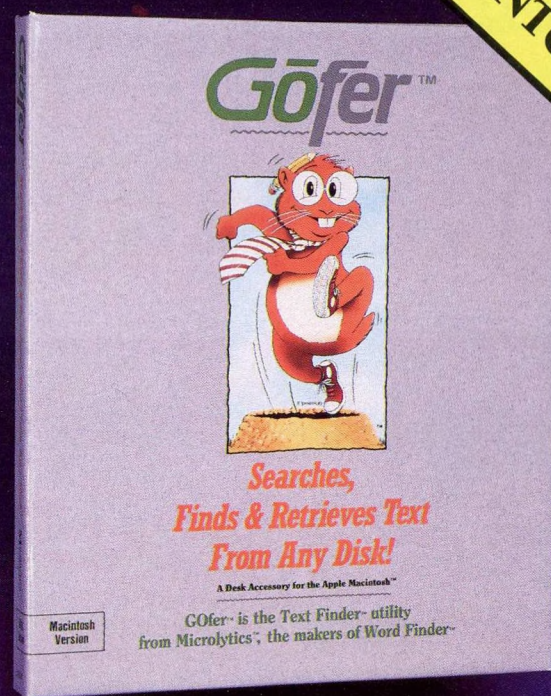
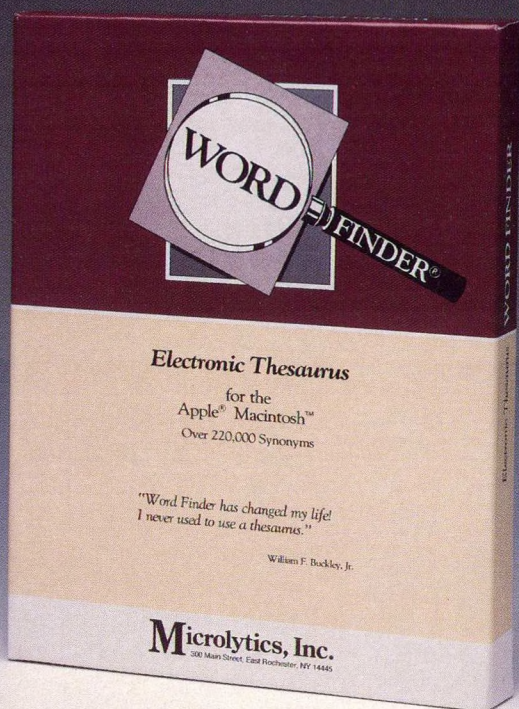


This document created with FullWrite Professional.

 ASHTON-TATE[®]

*In Colorado, call 303-799-4900, Ext. 3406. [†]PostScript, Ashton-Tate and the Ashton-Tate logo are registered trademarks of Ashton-Tate Corporation. FullWrite and FullWrite Professional are trademarks of the Ashton-Tate Corporation. Microsoft is a registered trademark of Microsoft Corporation. PostScript is a trademark of Adobe Systems, Inc.

NEW
FOR THE
MACINTOSH



The first name in word processing add-ons.

The word on the street is that Microlytics produces the highest quality word processing utilities available. Over 1 million copies of *Word Finder* have been shipped. Its robust vocabulary has won critical acclaim from journalists, software reviewers and even William F. Buckley, Jr.

"Word Finder has changed my life! I never used to use a thesaurus."

—William F. Buckley, Jr.

GOfer is the text retrieval utility that finds text fast, without indexing or converting existing document files. *GOfer* searches through multiple files, finds the information that matches the search request, and allows the text to be put wherever you want it.

"Another miracle from Microlytics! GOfer finds text fast. It's easy to use and trouble-free." —Jerry Pournelle

Word Finder and *GOfer* are available for both the Apple Macintosh and IBM PC compatible computers.

Microlytics, Inc.

300 Main Street, Suite 901, East Rochester, New York 14445

For more information about Microlytics' products, call (800) 828-6293 or (716) 377-0130 in New York State.

SEE US AT BOOTH #620

Exhibitor Descriptions

Microsoft Corp.

5252 **WTC**

16011 NE, 36th Way
Redmond, WA 98052

Microsoft, the only company with a complete line of business applications for the Macintosh, will be demonstrating its software solutions. Demo stations and live theater presentations will feature: Word 4.0 — editable columns on screen, automatic repagination and enhanced graphics handling. Microsoft Excel 1.5 — color, new worksheet functions, new charting interface and superb customization. PowerPoint 2.0 — dazzling color, built-in color schemes, templates and spelling checker. Works 2.0 — an integrated spelling checker, drawing and print preview.

Microspot

1612 **BEC**

1921 Corporate Square Blvd., Ste. 1
Slidell, LA 70458

MacI.D. is a three dimensional interior design program that allows the user to draw a room and then position 3-D graphic symbols within it. These symbols are made up by using four surface types that can later be grouped and saved in a library. Rooms can be designed and viewed in plan, elevation, and perspective. MacI.D. is accurate to 1mm and works with all current Macintosh models.

MicroStore, Inc.

1709 **BEC**

Rte.3, Box 168
St. Peter, MN 56082

MicroStore offers high quality portable disk carrying units to protect your investment. Finely crafted of cordura nylon for long life, Diskbooks allow all disk titles to be viewed for quick selection and hold disks securely when on the go. Travellers offer slimmer units where the disks cannot fall out through the top or bottom. Fast pad mouse pads are incredibly fast and maneuverable offering pixel by pixel control — no annoying skips. Customization available.

Microtech

International, Inc.

208 **BEC**

29 Business Park Dr.
Branford, CT 06405

Microtech, the first to introduce an 800k floppy disk drive for the Macintosh, and the first to offer a five year limited warranty on its hard disk drives, will be back again with its top selling NOVA series hard disk drives built for speed and performance with an unbeatable price tag; Micro Mac

internal hard disk drive series for the Mac SE and II and the NOVA T60, 60 MB tape backup.

Please see our advertisement on page 58

Microtek Lab., Inc.

330 **BEC**

16901 S. Western Ave.
Gardena, CA 90247

MicroTouch Systems, Inc.

5724 **WTC**

10 State St.
Woburn, MA 01801

MicroTouch announces the revolutionary new MicroTouch Mouse, a miniature touch sensor located below the space bar on the keyboard. This mouse replacement allows you to move the cursor without taking your hands off the keyboard! The solid sensor has no moving parts, won't get clogged and doesn't need extra desk space or pads. Also shown is the Mac'n Touch ADB touch screen which is fully compatible with all mouse software and all Macs.

Mindscape, Inc.

1500 **BEC**

3444 Dundee Rd.
Northbrook, IL 60062

Entertainment and personal productivity software for the Macintosh. Feature software includes: The Colony, a three-dimensional adventure, set in a science fiction space colony devoid of human life. Also featuring Citadel, a unique fantasy role-playing program using digitized sounds and a complete character generation system. Other titles include Shadowgate, the third in a series of hit graphic adventures and GraphicWorks 1.1, the complete graphic design program.

Mirus Corp.

256 **BEC**

445 S. San Antonio Rd.
Los Altos, CA 94022

Mobius Technology

5872 **WTC**

6020 Adeline St.
Oakland, CA 94608

Moniterm

910 **BEC**

5740 Green Circle Dr.
Minnetonka, MN 55343

Moniterm will be exhibiting its full line of high resolution monitors for the Macintosh environment. These monitors include the Viking 2400 for the Mac II, and SE, 24" monochrome monitor, 1280 x 960, 72dpi; Viking 1 19" monochrome monitor for Mac II and SE, 1280 x 960; Viking G/S 19" gray-scale for Mac II, 1024 x 768, 256 shades of gray, 72 dpi; and the Viking 10 19" color monitor for the Mac II, 1024 x 768, 256 colors from a palette of 16.8 million.

Please see our advertisement on page 13

Monogram

Software, Inc.

5544 **WTC**

531 Van Ness Ave.
Torrance, CA 90501

Monster Cable

643 **BEC**

101 Townsend St.
San Francisco, CA 94107

Monster Cable, a third party developer for Apple Computer, offers the MacCable Program; a complete selection of Printer, Modem, SCSI, LocalTalk, and PhoneNet cables and connectors designed specifically for the Macintosh.

Motorola

5410 **WTC**

3102 N. 56th St.
Phoenix, AZ 85018

Let's talk Silicon! Motorola is the largest manufacturer of semiconductors in the United States, and its 68000 family of microprocessors powers the Macintosh line of computers. The 68000 chip family is your 32-bit performance path to success. Stop by booth 5410 and let's talk silicon!

Multi-Ad Services, Inc.

2113 **BEC**

1720 W. Detweiller
Peoria, IL 61615

Nantucket Corp.

348 **BEC**

12555 Jefferson Blvd.
Los Angeles, CA 90066

Please see our advertisement on page 92

Exhibitor Descriptions

Nashoba Systems, Inc. 5420 WTC
1157 Triton Dr., Ste. A
Foster City, CA 94404

FileMaker 4 — The data management program with multi-user capabilities for the Macintosh™. FileMaker 4 has all the features in FileMaker Plus. FileMaker 4 has added the power of multi-user capabilities that allow you to share information with others, with or without a file server. FileMaker 4 includes magnetic Grids and T-Squares to help you align and position objects. Drawing tools such as variable line widths, fill and line patterns, ovals, and rounded rectangles give you the flexibility to easily design professional looking forms and reports. For more information and a demonstration, visit booth #5420.

Please see our advertisement on pages 16-17

Visit us at the CLARIS booth #5420 WTC.

National Association of Dsktp Pub. 5029 WTC
1260 Boylston St.
Boston, MA 02215

An Independent non-profit trade association, the National Association of Desktop Publishers(NADTP) provides members with a comprehensive, low-cost source of desktop publishing information and services. NADTP is designed to foster growth in the desktop publishing industry, and to bring dynamic user feedback to manufacturers, developers and vendors. The NADTP philosophy encourages the exchange of ideas by providing an open forum through which participants can access and contribute pertinent and timely information via printed and electronic media. Come by our booth for more information about our many benefits and services provided to members.

National Instruments Corp. 5651 WTC
12109 Technology Blvd.
Austin, TX 78727

National Instruments will exhibit our extensive Macintosh data acquisition and GPIB product line. We will introduce Version 2.0 of our LabVIEW® scientific and engineering software system, which features a graphical programming language compiler. Version 2.0 will have faster execution speed, color support and enhanced editing and graphics capabilities. Our NB series of GPIB and data acquisition boards for the Macintosh II will also be demonstrated.

National Semi-Conductor Corp. 5634 WTC
750 Central Expressway-M.S. 34-10
Santa Clara, CA 95050

Please see our advertisement on page 31

New Image Technology, Inc. 634 BEC
9701 Philadelphia Ct.
Lanham, MD 20706

New Image Technology is the premier supplier of integrated scanning technology. We offer a complete line of page and image scanning systems. Included in our line is MacScan™ for scanning in both standard and halftone modes; MacScan-Pro™, for true 256 level grayscale scanning; MacScanProII™, an expansion board for the Macintosh II and SE computers; KaleidoScan™, our newest system that offers full color scanning, and TextScan™, that provides OCR application software for all of these scanning systems.

Niles & Associates 650 BEC
2200 Powell St., Ste. 765
Emeryville, CA 94608

Niles & Associates presents another innovative product for scholars, researchers, and students: EndNote-The Reference Assistant, a powerful reference database program that works with your word processor. It eliminates the laborious task of typing reference lists and automates searching for references. It instantly inserts citations into your text. And it keeps up to 32,000 references in one library. N & A is also showing Grant Manager, a grant accounting and ordering system used in more than 500 university departments.

New McMax:™ dBASE® With The Mac Interface



New McMax brings the power of dBASE to the Macintosh® and solves your connectivity problems. With McMax you can develop applications that run on both the PC and the Macintosh. It answers your users' need for powerful dBASE features with the familiarity of the Macintosh.

New McMax gives you greater access to the Macintosh toolbox to program Mac interface features. Add your own pull-down and pop-up menus for ease of use. And now there's even full color and font support for stylized display and printing.

And since McMax is fully compatible with dBASE, there's no need to modify programs, re-enter data or re-train personnel — no loss of time or money. McMax is complete with a royalty free runtime module so you can copy and distribute applications without additional costs or additional software.

Faster Execution Speed Use McMax and benefit from the fastest database on the Macintosh — McMax soars when indexing and sorting files, appending and searching records or importing dBASE files.

Call us for more information at (213) 390-7923 today!
Suggested retail: \$295.00

Booth 348

nantucket®

Nantucket Corporation, 12555 W. Jefferson Blvd., Los Angeles, CA 90066

Nantucket is a registered trademark and McMax is a trademark of Nantucket Corporation. dBASE is a registered trademark of Ashton-Tate. Macintosh is a registered trademark of Apple Computer Inc. © 1988 Nantucket Corporation. All rights reserved.

Exhibitor Descriptions

Nolo Press

950 Parker St.
Berkeley, CA 94710

Nolo announces PERSONAL RECORD KEEPER, a program to keep track of financial and personal records that you and members of your family may need on a daily basis and in an emergency. Also, WILLMAKER 3.0 is here. The program that enables you to write your own will and update it as needed without having to hire a lawyer, now allows you to designate how debts, expenses, and taxes are to be paid. Nolo will also be exhibiting its line of self-help law books.

North Edge Software, Inc.

239 Western Ave.
Essex, MA 01929

TIMESLIPS III for the MACINTOSH is a time and expense tracking and professional billing system for up to 2,000 clients and 250 employees. It automatically tracks projects and expenses with a software stopwatch, then calculates the total fee. TIMESLIPS III works as a desk-accessory, to be called up whenever needed. Over 5,000 bill formats satisfy you and your clients. Also, transaction reports, client history, aged receivables, and management reports. Plus tables, bar graphs, and pie-charts. Intelligently organized so you don't have to be.

Please see our advertisement on page 103

Northern Telecom

2100 Lakeside Blvd.
Richardson, TX 75081

Northern Telecom will be displaying storage and communications capabilities for Macintosh networks. Featured is the Memoryback™ 761, a 761MB hard disk backup tape subsystem with exceptional performance and reliability. Memorybanks, also available in 261MB and 485MB models, include full-functioned software for disk and tape management. Also featured is the Meridian LANSTAR™ AppleTalk, a high speed (2.5 Mbps) Macintosh II LAN. LAN-STAR AppleTalk can provide over 1300 users with full network services at incredible speeds using standard phone wiring.

Novell

122 East 1700 South
Provo, UT 84601

319 **BEC**

Nuvo Labs

245A Tank Farm Rd.
San Luis Obispo, CA 93401

Nuvo Labs will be demonstrating the new generation of gray scale scanner software, including sophisticated image processing features. A 256 color printer driver will complement the color support of the scanner software. Also on display will be Fast-Tape tape backup software, featuring multiple sessions per tape, and Nuvo SCSI Partitioner, featuring support for A/UX. FastTape and Partitioner will also be on display in the booths of Everex, CMS, First Class Peripherals, and Rodime. Nuvo Labs has been developing Macintosh software since 1984.

Nuvotech

2015 Bridgeway, #204
Sausalito, CA 94965

nView

11835 Canon Blvd., Ste. C101
Newport News, VA 23606

NYMUG

(New York MacUsers' Group, Inc.)

142 W. 24th St., 8th Fl.
New York, NY 10011-1915

NYMUG, the New York MacUsers' Group, was founded in 1984 by 16 Macintosh pioneers. Today, the group is a not-for-profit tax exempt corporation with over 1400 members, its own offices and staff and an electronic bulletin board system. NYMUG's monthly meeting attracts 400 members and non-members, and features question and answer sessions, product demonstrations, and talks by prominent speakers. NYMUG also hosts nearly twenty active special interest groups and sponsors an annual fair.

Odesta Corp.

4084 Commercial Ave.
Northbrook, IL 60062

Odesta Corporation, the leading developer of visual techniques for managing and understanding information, will showcase its pioneering products: Double Helix II, GeoQuery, Data Desk Professional, and Helix VMX. Double Helix II uses visual building blocks to easily create data-based business applications; GeoQuery instantly creates interactive maps for analyzing geographic information. Data Desk Professional, a pioneering graphics and data analysis program, supports the process of analysis

370 **BEC**

and not just the calculation of statistics. Helix VMX is an integrated RDBMS for Macintoshes and VAXes.

Olduvai Corp.

7520 Red Rd., Ste. A
South Miami, FL 33143

We'll be showing the new Read-It! 2.0 — O.C.R. for any scanner, fax modem on Thunderscan; and Post-ART II, ADBridge and FontShare. New products will include: ClipShare — cut and paste across the network; MultiClip — the ultimate clipboard enhancer; Foreman-file management utilities; ArtFonts — high quality designer Laser fonts; Icon-It! 2.0 — greatly enhanced version of our popular utility; and a hot new Desktop Video product. Bring a blank disk to our booth to get the FREE OLDUVAI Demo disk.

Please see our advertisement on pages 96-97

Oracle Corp.

20 Davis Dr.
Belmont, CA 94002

Orange Micro, Inc.

1400 N. Lakeview Ave.
Anaheim, CA 92807

Orange Micro, Inc. will exhibit its 1987 MacUser Eddy Award winning Grappler™ parallel printer interfaces for Macintosh computers. The Grappler™ LQ enables Mac users to print to Hewlett Packard compatible laser printers, as well as the DeskJet 300dpi inkjet. The Grappler LQ also supports Epson and Toshiba compatible 24 pin printers, including color models, and comes complete with a powerful spooling utility. The Grappler™ C/Mac/GS will also be on display. This interface allows Mac users to print text and graphics with Epson, Star and Okidata compatible 9 pin printers.

Orbit Creative Computing

Waldemar Thranesgt. 75,
P O Box 9914 Ila
N-0132 Oslo 1, Norway

JONATHAN CAD SYSTEM (Macintosh II program for Computer Aided Design); PLOT! (Plotter Driver for Hewlett-Packard compatible plotters)

415 **BEC**

5738 **WTC**

5261 **WTC**

526 **BEC**

Orchid Technology 5826 **WTC**
45365 Northport Loop West
Fremont, CA 94538

Orchid Technology, a leading developer and manufacturer of enhancement boards for the PC industry, will showcase the ColorVue SE. ColorVue is a color video card for the Macintosh SE. It allows user access of up to 16 colors from a palette of 256,000. ColorVue also provides 640 x 480 pixels of display and accurate color output from screen to compatible printers.

Pacer Software, Inc. 2054 **BEC**
1900 West Park Dr., Ste. 280
Westborough, MA 01581

Pacer will be exhibiting several products designed to integrate the Macintosh into the VAX and UNIX environments. Pacer-Link, Pacer's core communication product, provides terminal emulation, file transfer, virtual disk, and remote printing capabilities. Communication may be via serial terminal line, Ethernet, AppleTalk, or remote modem. The recently announced PacerShare product enables a VAX system to transparently function as an AppleShare compatible server for a Macintosh network.

Palomar Software, Inc. 921 **BEC**
P.O. Box 120
Oceanside, CA 92054

Colorizer 2.0 is a brand-new version of the original color accessory kit for the Macintosh II, featuring improved printing and document recording of the current color screen. Also being introduced is the stand-alone version of PICT Detective, which allows tech support and DTP experts to view and analyze PICT documents in Rez, Pascal, or C source form. Palomar will also be previewing PICT Doctor, which can repair damaged or incompatible pictures.

Panamax 1213 **BEC**
150 Mitchell Blvd.
San Rafael, CA 94903

Panamax will exhibit a complete line of surge protectors with noise filtration, brown out protectors, data and telephone line protectors, and back up power systems. Panamax is the only manufacturer of surge protectors that not only offers a lifetime warranty on their protectors, but also on the equipment plugged in. Panamax will repair or replace any equipment damaged due to a transient surge that was correctly connected to any Max® surge protector.

Para Systems, Inc. 409 **BEC**
1455 LeMay Dr.
Carrollton, TX 75007

PARA SYSTEMS, INC. manufactures and markets the MINUTEMAN UNINTERRUPTIBLE POWER SUPPLY. Sizes of the product range from 250 watts to 1600 watts. PARA SYSTEMS will be introducing at the show its new 1600 watt unit with sinewave output and 1 millisecond transfer time. All MINUTEMAN Uninterruptible Power Supplies filter your AC line from Electro Magnetic Interference, Radio Frequency Interference and surge protect. These units also feature brownout and over voltage protection.

Paracomp 168 **BEC**
123 Townsend St., Ste. 310
San Francisco, CA 94107

Swivel 3D is an interactive, solid-object modeler for graphic artists, product designers, animators and engineers. Model-Shop is a three-dimensional, sketch modeling program designed for architects and urban designers. Milo is a symbolic, mathematical problem solver intended for anyone using mathematics. MacVLSI is a manual layout editor for the design of integrated circuits. CAD PAC is a desktop accessory upgrade for Claris' MacDraw II.

Paragon Concepts Inc. 1518 **BEC**
4954 Sun Valley Rd.
Del Mar, CA 92014

Introducing NISUS™, the easy, fast, powerful word processor with graphic tools, bringing power to the people! Other features: text wrap around graphics; flexible page review; configureable preferences; definable key equivalents; style sensitive and "Wild Characters" search; 10 editable clipboards; unlimited "undos"; powerful outlining; invisible markers; programmable macros; numerous "Book Tools" such as: indexing, table of contents, style sheets and cross referencing, and much, much more, all wrapped up in an obvious easy to use Macintosh interface.

PCAI
(Practical Computer Applications, Inc.) 342 **BEC**
1305 Jefferson Hwy.
Champlin, MN 55316

PCAI, leading developer of Macintosh entertainment software. Our products include MacGolf, MacCourses, MacRaquetball, Lunar Rescue, and newest release Fast Lane. MacGolf continues to be on MacWorld's Best-Seller list. MacCourses contains four additional courses for MacGolf. MacRaquetball is a simulation playable over AppleTalk. Lunar Rescue is a strategic arcade game. The newest release is Fast Lane. Get behind the wheel of a high-performance sports car and REALLY test drive your Macintosh.

PerfecTEK Corp. 151 **BEC**
1455 McCarthy Blvd.
Milpitas, CA 95035

PerfecTEK will demonstrate its family of MS DOS Coprocessor Cards for the Macintosh Computers. The products, "Mac + PC" for Macintosh Plus; "Mac + PC SE" for Macintosh SE and "Mac + PC II" for Macintosh II provide the highest level of connectivity between the Macintosh and PCs. They let users not only run MS DOS software on the Macintosh but also enhance MS DOS applications with the Macintosh features such as font styles, font sizes and desk accessories. These boards work with many Macintosh peripherals.

Please see our advertisement on page 113

**For MACWORLD Expo Audio Video Tape Sales
Refer to Page 130**

PLI TURBO DRIVES

THE WORLD'S FASTEST

Turbo Performance Now Available In A 44 MB Removable Package

Peripheral Land Introduces the *Infinity 40 Turbo* – the fastest 44 MB removable media drive made for the Macintosh. This versatile drive can serve as primary storage or as a back-up device. Its 25 millisecond average access time, coupled with PLI's proprietary "Turbo Software", provides lightning fast data access.

The new *Infinity 40 Turbo* is compatible with the Mac II, Mac SE, Mac Plus, and the Mac 512KE (with SCSI port).

Testing independently, three leading Macintosh magazines concluded that none are faster than PLI's Turbo Drives.

Macworld: "The Peripheral Land Drive is the hot rod of the group, a good choice if you need top performance right away."

MacUser: "Peripheral Land's hard disk drives are ranked #1 in speed reliability, storage capacities and aesthetics."

Macweek: "Peripheral Land offers an attractive combination of low price per megabyte and outstanding performance."

Peripheral Land Internal and External Turbo Drives – in addition to the *Infinity 40 Turbo*, PLI offers both External and Internal Turbo drives in a variety of storage capacities.

Both our Internal and External drives provide a combination of performance, reliability, and value that has earned them the top spot among SCSI hard disk drives.

Free Software – with every Peripheral Land drive you receive the following programs absolutely free: **Laser-Speed™** – from Think Technologies (a \$99 value), **BackPrint™** – from Cortland Computer (a \$59 value), *Partitioning software, *DA

volume mounter, a file locator, and a powerful back-up utility.

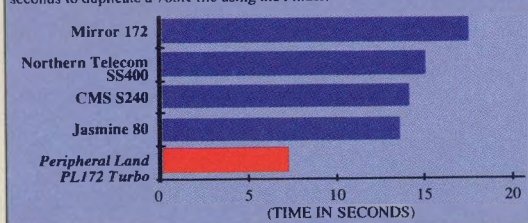
The reliability of the units is also unbeatable: Every one of PLI's hard disk drives is completely tested before shipping and carries a full one-year warranty.

Stop by your nearest Peripheral Land dealer and test drive a **Turbo**

Drive today, and see the difference between standard disk drives and PLI's **Turbo Drives**. Or call us for information and the name of your nearest Peripheral Land dealer.

HARD DISK PERFORMANCE

Graph shows read / write performance for different disk drives. Test were performed using a Mac Plus (1MB RAM) with cache turned off. Time indicates seconds to duplicate a 766K file using the Finder.



Macworld test results clearly demonstrate how PLI drives out-perform the competition.



PERIPHERAL LAND, INC.

47800 Westinghouse Drive
Fremont, CA 94538

Phone (415) 657-2211
FAX (415) 683-9713



All hardware and software products are trademarks of their respective manufacturers. *Infinity 40 Turbo* is a trademark of Peripheral Land, Inc.

*Does not support *Infinity 40 Turbo*

OLDUVAI

At OLDUVAI, we are firm believers in the old saying that it's not how late you stay at the office that counts, but how productive you are with your hours. How many times have you found yourself doing menial tasks that take up almost all of your day? Tasks that should be undertaken by your uncomplaining Macintosh.

WHY TYPE IT, WHEN ANY SCANNER CAN READ IT!

Take for example, chores like re-typing. Whether it's from books, magazines, newspapers, letters, price lists, phone books, fax documents etc., why not let READ-IT![™] O.C.R.,

our Optical Character Recognition software, do it all for you with the help of any scanner, including ThunderScan.

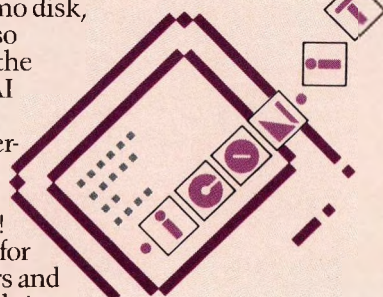
READ-IT! O.C.R. converts scanned images into text files which you can edit in your word processor, store in your database or use with your desktop publishing application.

ICONS ARE FASTER THAN MENUS AND EASIER THAN KEYSTROKES

If you're still pulling down menus or trying to remember awkward keyboard commands, then you obviously haven't seen ICON-IT![™] Because with a simple click on one of the custom-designed icons, you can select any menu item, desk accessory, font, FKey and even an Excel, QuickKeys and Tempo macro! Just send us your business card for a

HOW TO LEAVE YOUR OFFICE AT A REASONABLE HOUR

FREE demo disk, which also includes the OLDUVAI product line HyperCard stack. ICON-IT! Runtime for developers and VARs, and site-licensing also available.



EFFICIENT NETWORKS SHARE FONTS

And just in case you thought we are only concerned with human productivity, let us introduce FONTSHARE![™] A software-only font server that also makes your network more efficient. FONTSHARE allows all Macs on a network to share downloadable Laser fonts. There's no longer any need to store copies of the same Laser fonts on the hard disk of every Mac. Now they can reside in any file server on the network (such as AppleShare, TOPS or MacServe). FONTSHARE frees up disk space for other applications and files, and simplifies the network's backup and maintenance.



DON'T SPEND TIME CREATING GRAPHICS

Next time your company newsletter or presentation needs an illustration, don't do it yourself, let J.Ciconne – "the Picasso of the Macintosh" – illustrate it for you. Post-ART II is the first fine-art from a leading artist to be available on the Macintosh

and its 4-disk set includes all the art from the highly acclaimed first collection plus 30 new, full-size, highly-detailed illustrations designed to take advantage of the LaserWriter and other PostScript[®] printers. **Post ART II**

1-800-822-0772

So if you'd like to get home while it's still light outside, see your dealer or call OLDUVAI toll-free at 1-800-822-0772. Because whatever your trade, if you're looking to become more productive, we have the tools.

OLDUVAI Corporation, 7520 Red Road, Suite A, South Miami, FL 33143. (305) 665-4665 Fax (305) 665-0671.

READ-IT! O.C.R. for any scanner: \$395 – for ThunderScan: \$149. ICON-IT!: \$79.95. FONTSHARE: \$295 full network license. PostART II: \$99.

All OLDUVAI products are not copy protected. READ-IT! O.C.R. requires 1 MB RAM and any scanner. ThunderScan version requires 512k and ThunderScan 4.0. FONTSHARE requires 512k, one 800k drive and any network file server. ICON-IT! requires 512k.

All product names mentioned are trademarks of their respective holders.

**AND GIVE
YOURSELF
PLENTY OF TIME
TO SEE OUR
NEW PRODUCTS
AT THE SHOW.**

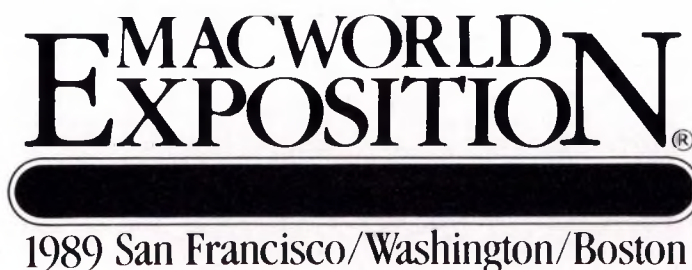
**BOOTH
415**

OLDUVAI
◇ ◇ ◇ ◇ ◇ ◇ ◇ ◇
/ / / / / / / /

MultiClip.™ Because a single static clipboard just doesn't cut it.

ClipShare.™ Cut and paste across a network.

ArtFONTS.™ High quality laser fonts that don't cost a serif and a descender.



DON'T GET LEFT OUT.

Please send me more information about exhibiting in 1989 at MACWORLD Expo, the original Macintosh computer show:

- ☐ San Francisco — January 20, 21 & 22, 1989
- ☐ Washington, D.C. — April 26, 27 & 28, 1989
- ☐ Boston — August 10, 11 & 12, 1989

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Return to: Mitch Hall Associates, Box 155, 1200 East Street,
Westwood, MA 02090. Or call (617) 329-7466.

M

Peripheral Land, Inc. 514 **BEC**
47800 Westinghouse Dr.
Fremont, CA 94538

PLI is a manufacturer of peripheral devices for Apple's Macintosh computers. PLI's peripherals are used in business, education, and government markets, as well as in the home. Founded in 1985, PLI is dedicated to the development of new and innovative products that improve and enhance Apple's Macintosh computers. PLI features a family of external hard disk drives for the Mac which range in capacity from 30 MB to 230 MB. Internal hard drives for the Mac SE and Mac II are also available in capacities ranging from 30 MB to 140 MB. PLI also offers two innovative removable media drives, Infinity and Infinity 40 Turby. Infinity drives are ideal for archival, data security, and data transport.

Please see our advertisement on page 95

Personal Bibliographic Software, Inc. 5669 **WTC**
412 Longshore Dr.
Ann Arbor, MI 48105

Personal Bibliographic Software, Inc. offers Pro-Cite for the Macintosh, an advanced bibliographic database and text-management system designed for researchers, scholars, writers, or librarians. Pro-Cite enables you to store, search, sort, index and format references according to any bibliographic style. Biblio-Links enable you to transfer records downloaded from online database systems (BRS, DIALOG, MEDLARS and NOTIS) directly into Pro-Cite databases.

Personal Computer Peripherals Corp. 5338 **WTC**
4710 Eisenhower Blvd., Bldg. A
Tampa, FL 33634

PCPC will display high resolution video cards for the Macintosh II offering resolutions of 640 x 480 and 1024 x 768 with 256 colors or shades of gray (compatible with most popular 13, 16 and 19" monitors including the Apple and PCPC II trinitron monitors). Also on display are the PCPC Tape Backup system which can archive 2 gigabytes of data at speeds of 14MB per minute on a single tape and the MacBottom hard disk drives with capacities from 21 to 144MB with optional internal modem.

Personal Publishing Magazine 454 **BEC**
25 W. 550 Geneva Rd.
Wheaton, IL 60188

Current issues of PERSONAL PUBLISHING MAGAZINE will be distributed free to attendees. Subscriptions may also be purchased.

Personal Training Systems 5562 **WTC**
P.O. Box 54240
San Jose, CA 95154

Forget about struggling through manuals. The audio tutorials from Personal Training Systems offer a faster, more effective way to learn Macintosh software. By having your own private tutor on cassette tape, you can learn quickly, completely, and at your own pace. Choose from training for Excel, Word, PageMaker, Works, MORE, HyperCard, Illustrator '88, or the Macintosh itself. There are modules for beginning, intermediate and advanced users. You can select the level that's right for you.

Personal Writer, Inc. 1838 **BEC**
1801 Avenue of the Stars, Ste. 507
Los Angeles, CA 90067

Personal Writer offers a line of revolutionary handwriting recognition-based systems. Now you can use all your Macintosh's features with a ballpoint pen. Personal Writer recognizes your handwritten characters on a regular sheet of paper as you write. Write, draw, do data entry and use any software program without keyboard or mouse. Your work becomes much easier and faster, thanks to powerful one-key commands. Ideal for professionals, executives, graphic artists, and small businesses.

Pixelogic, Inc. 5146 **WTC**
800 W. Cummings Pk., Ste. 2900
Woburn, MA 01801

ProViz is a video digitizer that allows the user to import color or grayscale images from any video source: video camera, laser disk, VCR, or even television into your Mac Plus, SE or II. These images may be stored, modified, merged with text, and transmitted in a variety of ways, with the speed of clicking the mouse. ProViz is excellent for desktop publishing and presentations, Graphic Databases, Catalog creation, and Documentation: Educational and Medical.

PMC Telesystems 339 **BEC**
P.O. Box 5127
Vancouver, B.C. Canada V6B 4A9

Rendezvous is a unified electronic appointment diary system that will put you in control of your schedule and help you manage your time more effectively. It is a personal time management tool designed with all the features you need for now and always. The need to order refills for calendar or diary is eliminated forever. Rendezvous includes an Automatic Reminder feature to remind you of your special events and appointments while working within any application.

Please see our advertisement on page 100

Pointer Publications 548 **BEC**
P.O. Box 70054
Marietta, GA 30007

Mac Subjects is a bi-monthly printed subject and software name index to Macintosh magazines published in the preceding two months. The comprehensive index covers all articles, letters, reviews and product update information published in magazines such as: MacA.P.P.L.E., MACazine, MacTimes, Macintosh Today, MacTutor, MacUser, MacWeek, Macworld, nibbleMac, MacGuide, Macintosh Buyers Guide UpTime, Personal Publishing, etc. Subscriptions are \$30 per year (US) or \$39 per year (Foreign). Also available in HyperCard format as Hyper Mac Subjects (\$50 per year US).

Pre-Owned Electronics, Inc. 1907 **BEC**
30 Clematis Ave.
Waltham, MA 02154

Pre-Owned Electronics, Inc. is an independent supplier of Apple service parts and systems. The company will have available at its exhibit some of the more popular parts for Macintosh computers. In addition, the company is interested in purchasing any quantity of parts or systems. Those interested are invited to meet the corporation's officers at the show.

Please see our advertisement on page 21

Presentation Technologies

743 N. Pastoria Ave.
Sunnyvale, CA 94086

Presentation Technologies will be exhibiting an exciting array of Desktop Presentation Products including The ImageMaker Plus™. ImageMaker Plus is the only desktop device to quickly and cost-effectively provide highest quality 35mm slides with brilliant colors(90+), outstanding text and exceptionally high quality graphics at 8000 line resolution. ImageMaker Plus is easy-to-use and affordable (\$4995) at the departmental level. ImageMaker Plus is supported by Presentation/Graphic Software for the Apple Macintosh.

Priam Corp.

20 W. Montague Expwy.
San Jose, CA 95134

PRIAM manufactures a line of high-performance storage systems for the Macintosh Plus, SE and Mac II. From 38 to 327 MBytes, PRIAM's MacDisk storage system

is the most reliable solution for networks, A/UX, CAD and other demanding applications. MacDisk comes with everything you need for a fast, easy installation. Exactly what you'd expect from the leader of high-performance disk drives for personal computers and network file servers.

Primera Software

650 Cragmont Ave.
Berkeley, CA 94708

Different Drummer turns your Macintosh into the ultimate drum machine by providing a different view of rhythm composition that doesn't require drumming experience or an education in music theory. Different Drummer features a multichannel MIDI output and also uses the Macintosh sound output capabilities by offering an extendable library of digitized percussion instruments. Different Drummer allows you to explore and learn about rhythm composition while experiencing the excitement of creating professional quality drum tracks.

Prism

Technologies, Inc.

174 Douglas St. West, Ste. 102
Sudbury, Ontario, Canada P3E 1G1

Prism Technologies will be introducing HYPERSOURCE CD, "Your Advisor to the Macintosh Community", an innovative multi-media CD-ROM product. It will contain over 400 megabytes of useful information to assist and advise any Macintosh user. Its features include: Index to MacWorld and MacUser; Catalog of Apple VARs and Authorized Dealers; Apple Product Showcase; Focus on A/UX and Desktop Publishing; Comprehensive Third Party Product Encyclopedia with Tips and Techniques; "Macintosh in-Focus" Journal, and much more!

Pro Plus Software, Inc.

2150 E. Brown Rd.
Mesa, AZ 85203

Wall Street Investor (note: formerly Market Pro) is the first fully-integrated investment management and analysis software for Apple Macintosh systems. It enables users to manage their stock portfolios, and perform both technical and Fundamental Analysis within one Macintosh software program. Wall Street Commodities is an easy to use commodities technical analysis program with which you can access all major commodities.

Prometheus

Products, Inc.

4545 Cushing Pkwy.
Fremont, CA 94538

Prometheus Products, Inc. markets a broad line of 1200 and 2400 baud modems for the Apple Macintosh, Apple II, and IBM PC computers. Prometheus will be exhibiting the new ProModem 2400M, a full feature 2400 baud external modem for the Macintosh. The ProModem 2400M is packaged in a platinum case to match the Mac SE and the Mac II. It comes standard with a Mac cable and communications software.

ProVue

Development Corp.

222 22nd St.
Huntington Beach, CA 92648

QMS, Inc.

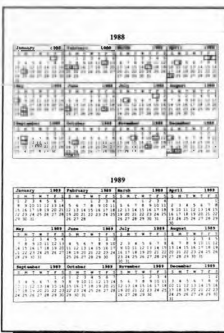
P.O. Box 81250
Mobile, AL 36689

Rendezvous™

VERSION 2.0

A UNIFIED ELECTRONIC APPOINTMENT DIARY

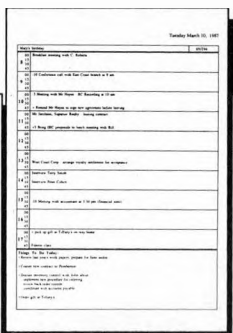
With an Automatic Reminder Feature to remind you of your appointments while working within any Macintosh application. Fully Mac II and MultiFinder compatible.



12-month
Year Calendar



52-week
Year Planner



24-hour
Diary Page



Month Calendar

At last a full scale software package that can put you in control of your schedule and help you manage your time more effectively. Yes, Rendezvous is a PERSONAL TIME MANAGEMENT TOOL with all the features you need for now and always. You never need to order another refill for your diary or calendar. Complete with executive binder for \$200. Plus \$5 shipping.

PMC Telesystems Inc. P. O. Box 5127, Vancouver, B.C. V6B 4A9 (604) 255-9949

SEE US AT BAYSIDE EXPO CENTRE #339

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Exhibitor Descriptions

Quantum Books
1 Kendall Square
Cambridge, MA 02139

5763 WTC

Quark Inc.
300 South Jackson, Ste. 100
Denver, CO 80209

5012 WTC

QuarkXPress™ is a top-of-the-line typesetting, full-featured word processing, precision page layout and graphics manipulation program. It is the most powerful electronic publishing program for the Macintosh. QuarkXPress 2.0 allows colorization of text and objects using Pantone Colors or colors created with QuarkXPress. Mix colors in any of four definition models: RGB, HSB, CMY, CMYK. Prepare spot color, or process color separations of text and objects created with QuarkXPress 2.0.

Que Corp.
11711 N. College Ave., Ste. 140
Carmel, IN 46032

569 BEC

Que Corporation is the leading publisher of high quality microcomputer books. Que Macintosh titles include: Using WordPerfect: Macintosh Version, Using dBASE Mac, Using Microsoft Word, and Using Microsoft Works. Que has just published two HyperCard titles: HyperCard QuickStart, an exciting graphics fast-start approach to HyperCard; and Using Hypercard, the definitive guide to HyperCard and HyperTalk! Stop by booth #569 to see the best computer books available!

Qume Corp.
500 Yosemite Dr.
Milpitas, CA 95035

554 BEC

Radius, Inc.
404 E. Plumeria Dr.
San Jose, CA 95134

1916 BEC

Radius manufactures graphics enhancement products that provide quality solutions for designers, publishers, engineers, and architects who work with the Apple Macintosh Plus, SE, and II. At the MacWorld Exposition in Boston, Radius is featuring a powerful new line of graphics tools specifically designed for the Macintosh II. Radius will also demonstrate its current line of large displays and accelerators for the Macintosh Plus and SE.

RamStar Group, Inc.
5996 Paradise Point Dr.
Miami, FL 33157

5666 WTC

RamStar Group, Inc. is proud to introduce the disk valet™, a carrier for computer disks manufactured out of Cordura nylon outside and individual nylon pockets on the inside. Business or ID card window is standard on both the 5 1/4" & 3 1/2" size. Velcro and/or elastic strap, depending upon style, hold disks in place. 3 pak, 6 pak, business card holder and meeting folders are new items that will be shown.

RasterOps Corp.
10161 Bubb Rd.
Cupertino, CA 95014

5304 WTC

RasterOps is the market leader in high resolution 24-bit and 8-bit color graphic displays for the Macintosh II. Used in desktop publishing, video imaging, and CAD/CAM applications, the RasterOps' TrueColor series of ColorBoards display photograph-quality images on RasterOps 19" Color Trinitron monitors. The ColorBoard series includes a family of 8-bit and 24-bit color video products and encoding options for NTSC and PAL.

Please see our advertisement on pages 56-57

Redgate Comm. Corp.
660 Beachland Blvd.
Vero Beach, FL 32963

5330 WTC

Redgate publishes The Macintosh Buyer's Guide; a quarterly magazine providing complete coverage of the Macintosh computer in business. Every issue includes feature stories, reviews, a desktop communications section and a comprehensive directory of Macintosh products. Redgate also publishes several directories for Apple, including the Vertical Market Business Directory, Desktop Communications Solutions, Apple Music Products and Engineering/Scientific Solutions. Redgate's Marketing Communications division works in different capacities for several companies including Apple, DEC, Harris, NYNEX, and Telematics.

Relax Technology
3101 Whipple Rd. #22
Union City, CA 94587

5633 WTC

Introducing Relax's new Dual Hard Drive Kits for the Mac II and SE which allow both floppies to remain. The greatly expanded line of Internal Drives for both the Mac II and SE will be featured. The external line of Mini-Mate and Hard Plus Drives with

surge protection will also be shown. Tape Back-Ups, Tape/Disk Combo Units, Battery Back-Ups, Surge/Spike Control Centers, and the 2 Gigabyte Multi-Net II Expansion Tower round out the extremely complete Relax product line.

Rodime, Inc.
29525 Chagrin Blvd., Ste. 214
Pepper Pike, OH 44122

1922 BEC

Rodime designs, manufactures and markets 3.5 and 5.25 inch internal and external rigid disk drive subsystems for the Macintosh market. Rodime's high performance data storage products have formatted capacities ranging from 20 to 144 megabytes, the largest range of capacities available from one manufacturer. Rodime's high capacity, high speed drives allow "power" use of the Macintosh. Rodime has design, manufacturing and sales locations worldwide. All Rodime's latest products will be on display at the MacWorld Exposition.

Satori Software
2815 Second Ave., # 560
Seattle, WA 98121

1522 BEC

Satori announces a state of the art general ledger package which allows for creative and flexible accounting. Don't miss this opportunity to see how easy accounting can be! Also being shown is Bulk Mailer, a powerful mail list management program. See also the Legal Billing series of easy-to-use systems for attorneys in small to medium size firms and Project Billing designed for ad agencies, graphic designers, architects and engineers. Stop by today!

Scott, Foresman & Co., Professional Books Group
1900 East Lake Ave., Rm 1208
Glenview, IL 60025

5228 WTC

Stop by for information about the new Borland/Scott, Foresman Macintosh Computer Book line. Then, consult with an expert by browsing through our Mac Books. Scott, Foresman Computer Books provide you with the information you need to use your Macintosh hardware and software effectively. Written by experts, these useful books cover word processing, database, and spreadsheet software and much more. Many new books will be featured including HYPERCARD MADE EASY, MacLANS, and THE COMPLETE GUIDE TO dBASE MAC.

Please see our advertisement on page 102

Exhibitor Descriptions

Second Wave, Inc.

9430 Research Blvd.,
Echelon II, Suite 260
Austin, TX 78759

Second Wave manufactures expansion chassis for the Macintosh™ Plus, SE and II. ExpanSE™, the Macintosh SE expansion chassis, expands the SE's single option card capability to four through an external chassis that plugs into the SE, accommodating four SE option cards. ExpanSE Plus™ combines the ExpanSE chassis with a Macintosh Plus interface card to expand the Macintosh Plus. ExpanSE and ExpanSE Plus retail for \$995 each. ExpanSE II™, the Macintosh II expansion chassis, houses nine Macintosh II cards and retails for \$1495.

Select Micro Systems, Inc.

40 Triangle Ctr., Ste. 211
Yorktown Heights, NY 10598

NEW PRODUCT: Powerful data analysis package combining advanced statistics with presentation graphics. Includes re-

604 **BEC**

gression analyses, descriptive statistics, ANOVA, cross-tabs, time-series and much more. Two and three dimensional graphics — including rotating 3D scatter plot! Includes the most advanced interface of any statistics program. ALSO: MapMaker™3.0 (100% object oriented) combines powerful decision analysis with fast, colorful, easy to use mapping. Both print in color, and display full color on the Mac II. DON'T MISS!

Semaphore Corp.

1905 Walnut
Higginsville, MO 64037

Fax via Macs: A portable facsimile machine that attaches to the serial port of the Macintosh and allows users to send and receive from Group III compatible fax machines worldwide. The document can be sent to single or multiple destinations using either the immediate or scheduled transmission option. Additional options include: on-line directory, on-board speaker, LED's for visual monitoring, fax activity log, and two resolution modes for speed and quality.

5142 **WTC**

Sensible Software, Inc. 346 **BEC**

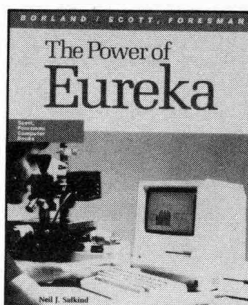
335 E. Big Beaver, Ste. 207
Troy, Michigan 48083

Sensible Grammar is a fast, reliable proof-reading program that checks word processing and desktop publishing files for common writing mistakes, including grammatical and punctuation errors. Writing style is also checked against over 3300 phrases. Errors are displayed in context, with suggested corrections, and can be fixed immediately with the built-in editor. The choice of thousands of satisfied Apple II users, Sensible Grammar is now available for the Macintosh (\$99.95).

BEC indicates Bayside Exposition Center
WTC indicates World Trade Center

A · N · N · O · U · N · C · I · N · G

Scott, Foresman and Company and Borland International, Inc. are proud to announce the first books in the new Borland/Scott, Foresman Computer Books series.



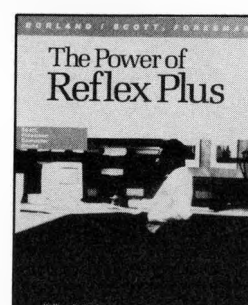
The Power of Eureka: 125 Applications

by Neil J. Salkind
Softbound, 256 pages, \$19.95
38592-2 Available Fall '88



Complete Macintosh Turbo Pascal

by Joseph Kelly
Softbound, 384 pages, \$21.95,
38456-X Available Fall '88



The Power of Reflex Plus

by William B. Sanders
Softbound, 256 pages, \$19.95,
38593-0 Available Fall '88

Available this fall, these books specifically address both beginning as well as more advanced users of Borland's Macintosh software.

Scott, Foresman and Company Professional Books Group
1900 East Lake Avenue • Glenview, Illinois 60025

TRACK TIME. CAPTURE CASH. NO SWEAT.

If you bill for your services by the hour, you need TIMESLIPS® III

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and Expenses. TIMESLIPS® III gives you faster, more accurate billing, recovering cash that could have fallen through the cracks.

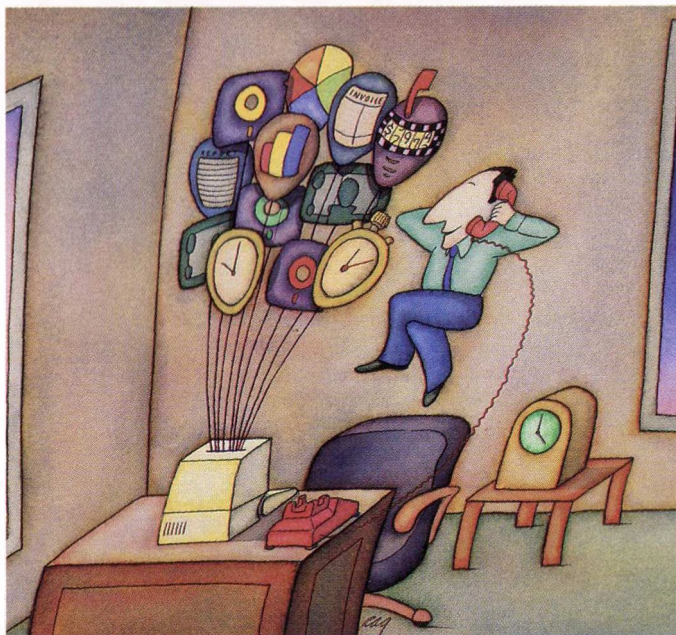
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If you're not happy, we'll return your money, provided you purchased your package from North Edge Software. In the meantime, you'll find our level of technical support virtually unparalleled.

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☐ Please charge my Visa _____ M/C _____

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Exp. _____

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Zip _____ Tel. (____) _____

**NORTH EDGE
SOFTWARE CORP.**

239 Western Avenue, Essex, MA 01929



TIMESLIPS is a registered trademark of North Edge Software Corp. Excel is a trademark of Microsoft. Jazz is a trademark of Lotus Development Corp. Microsoft Works is a trademark of Microsoft.

Minimum Requirements: Macintosh Computer with at least 512K and either 2 floppy disks or 1 floppy and 1 hard drive. Compatible with MAC II.

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Then take your brains with you wherever you go.



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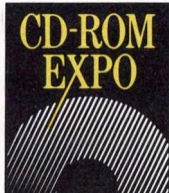
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CD-ROM Expo is sponsored by *CD-ROM Review*, the Magazine of Compact-Disc Data Storage, and is produced by World Exposition Corporation. Both are International Data Group Companies, the world's leading provider of information services on information technology.

Shana Enterprises, Inc. 1209 **BEC**

105, 9650 - 20 Ave.
Edmonton, Alberta, Canada T6N 1G1

Fast Forms. Forms management system allowing creation, customization and use of forms. Object oriented drawing program includes gray screens, hairlines, font sizes, text editing, customizable grids, printing and non-printing planes. Automatically calculates fields, formats entries, and optionally exports data. Forms can be filled in and printed using the included Desk Accessory. Inside Out. A high-end database engine for Macintosh programmers. Can be used with MPW Pascal/C, Lightspeed Pascal/C, and Turbo Pascal.

Sharp Electronics Corp. 5020 **WTC**

Sharp Plaza, P.O. Box D
Mahwah, NJ 07430

Sher-Mark Products, Inc. 2116 **BEC**

521 East 83rd St., Ste. 2R
New York, NY 10028

Sher-Mark Products Inc. introduces the Anti-Glare Magnification Screen, developed for your protection and convenience. Our screen utilizes a circular polarizing filter, made by the Polaroid Corporation, to reduce glare and to improve contrast and utilizes a lightweight Magnification Screen to enlarge characters and images to TWICE THEIR SIZE. It attaches to your Macintosh SE, Plus, 512K, or 128K in less than 30 seconds. At \$89.95, it's an economical alternative to an external monitor.

Shiva Corp. 343 **BEC**

222 3rd St., Ste. 1200
Cambridge, MA 02142

Shiva Corporation's TeleBridge expands the power of AppleTalk by acting as a bridge between remote networks. Two AppleTalk Systems, each with a TeleBridge and attached modem can be linked over phone lines to form one continuous network. This means that files servers, electronic mail, and printers attached to one network can be shared by users on both networks. Like earlier Shiva products, the TeleBridge supports Dial-In Network Access and modem sharing over the AppleTalk network.

Siclone Sales & Engineering Corp. 1730 **BEC**

2368-D Walsh Ave.
Santa Clara, CA 95051

Siclone Sales & Engineering Corp. is proud to present the MacMemory™ line of enhancements for the Macintosh. Turbo SE™, our 16MHz 68000-based accelerator for the Macintosh SE, offers the best price/performance ratio on the market today. Now, with MacAdapt™, Macintosh 512KE and Macintosh Plus owners have the key to add the speed of Turbo SE™ to their standard Macintosh, with added features not found on the stock Macintosh SE!

Sigma Designs, Inc. 5719 **WTC**

46501 Landing Pkwy.
Fremont, CA 94538

Silicon Beach Software, Inc. 1816 **BEC**

9770 Carroll Center Rd., Ste. J
San Diego, CA 92126

Silicon Beach's graphics programs for the Macintosh include SuperPaint 2.0, Digital Darkroom, and Super 3D Enhanced. SuperPaint 2.0 includes free rotation of text in the draw layer and AutoTrace of bit-mapped images. Digital Darkroom is an image enhancement program that includes AutoTrace for gray scale and bitmapped images. Super 3D Enhanced is a three-dimensional drawing program with an intuitive user interface, light-source shading, and animation capabilities.

Softsync 315 **BEC**

162 Madison Ave.
New York, NY 10016

Accountant, Inc., 3.0 is a fully integrated accounting package with A/R, A/P, G/L, Inventory and Payroll modules. Accountant, Inc./Network is a multiuser version of Accountant, Inc. with many added features. Personal Accountant is a home finance package. SuperExpert is an example-based expert system development tool.

Softview 5320 **WTC**

4820 Adohr Ln., Ste. F
Camarillo, CA 93010

SoftView™ FormSet is a sophisticated software package that allows you to process and print 65 of the most-commonly used business forms. For most businesses, SoftView FormSet replaces expensive pre-printed forms. SoftView FormSystem gives you the tools to build any form from scratch. The graphics intelligence will allow you to change any field on the form. In response to that change, your entire form will redraw to accommodate the new field.

Software Complement 523 **BEC**

8 Pennsylvania Ave.
Matamoras, PA 18336

SC is displaying its lines of perfected Postscript™ fonts and logos, Complementary Type and Logos On-Line. They will also be demoing their two powerful vehicle marker products: P.O.S./Mac, a retail and mailorder point of sale system with invoicing, inventory control, accounts receivable, price quotations, customer tracking, extensive reporting and much more; and CLIENT/Mac, a sales and lead tracking system with tickler/history notes, keyword searches, mathmerge, and time management.

Please see our advertisement on page 108

Software Ventures Corp. 318 **BEC**

2907 Claremont Ave.,
Ste. 220 Dept. A
Berkeley, CA 94705

Solana Electronics 5219 **WTC**

7887 Dunbrook Rd., Ste. A
San Diego, CA 92126

Solana NetAccess™ products offer cost effective connectivity and communications solutions for AppleTalk users. Link remote Mac's and PC's, bridge geographically distributed networks, logically group local networks and share network resources. R-Server: remote network and AppleTalk gateway, features password/zone security and automatic scripting. I-Server: local network bridge for expanding range of AppleTalk networks, features zone security. C-Server: RS-232 communications server for sharing modems and other peripheral devices. S-Server: serial port/modem server and AppleTalk gateway.

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Logos On Line

Logos in PostScript®



Spectrum

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Experienced Developers

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- Custom business solutions for single or multi-user applications



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8 Pennsylvania Avenue
Matamoras, PA 18336
(717) 491-2492, 2495

Solutions

International

1415 **BEC**

P.O. Box 989, 29 Main St.
Montpelier, VT 05662

SmartScrap & The Clipper — a new version! SmartScrap can handle multiple scrapbooks and has a pictorial table of contents that supports color. The Clipper is used to reduce or enlarge graphics. The Curator — New version! Supports gray scale TIFF files and more! It converts art between the standard file formats: TIFF, PICT, EPS, Macpaint, Glue and PostScript. SuperGlue — a print to disk facility. Used to transfer full and multipage formatted documents between most applications. A must for desktop publishers!

Sopris Softworks

5327 **WTC**

3501 S. Grand Ave.
Glenwood Springs, CO 81601

Spectrum Digital Systems, Inc.

5220 **WTC**

2702 International Ln., Ste. 112
Madison, WI 53704

TrueForm greatly streamlines business forms processing. Without resorting to re-designing or reinventing forms, TrueForm allows the user to fill out existing forms on-screen using a Macintosh. Existing forms are either scanned (if they are paper), or imported (if they are electronic) into TrueForm. Data entry fields are defined by simply pointing and clicking. Trueform has spreadsheet capabilities so fields can be calculated automatically. A myriad of other features abound.

Spectrum HoloByte

5362 **WTC**

2061 Challenger Dr.
Alameda, CA 94501

Spectrum HoloByte will display its new entertainment software, including: TETRIS, a highly addictive game programmed in the Soviet Union; DONDRA, a graphics quest adventure; SOLITAIRE ROYALE, a collection of eight solitaire favorites; PT-109, a torpedo boat simulation; and, of course, FALCON, the F-16 fighter simulation, winner of three awards from the Software Publishers Association. GATO, ORBITER, TELLSTAR, and other old favorites will also be on display.

Springboard Software

2101 **BEC**

7808 CreekrIDGE Circle
Minneapolis, MN 55435

Exhibitor Descriptions

Stellar America, Inc. 5769 **WTC**

1040 Industrial Dr., Ste. 18
Berlin, NJ 08009

America, Inc. will be presenting its many lines of magnetic media (diskettes) at discounted prices. Other items we offer include: software, accessories, printer ribbons, hard drives, and more. STELLAR AMERICA, one of the largest national and international distributors of diskettes and related products will be making its new 32 page catalog available free to all attendees. Other services include: Private label diskettes, custom packaging, duplications and insertion.

Strawberry Tree Computers

5534 **WTC**

160 S. Wolfe Rd.
Sunnyvale, CA 94086

High performance data acquisition & control plug-in boards and software for the Macintosh II and SE for applications in the laboratory or factory such as precision temperature, weighing or chromatography. Designed for the measurement and control of voltages, thermocouples, RTD's, strain gages, load cells, pressure sensors, and many other analog and digital signals. Eight plug-in boards with 12- and 16-bit resolution will be displayed, as well as Analog Connection WorkBench for data acquisition and control, a new data analysis package, and Analog Connection Chrom for chromatography.

Summagraphics Corp. 5546 **WTC**

777 State St. Extension
Fairfield, CT 06430

Summagraphics Corporation, manufacturer of computer graphics tablets, will be exhibiting the Bit Pad Plus for the Macintosh SE and the Mac II. The tablet will include special interface electronics to allow it to use Apple's Desktop Bus assuring compatibility with all software applications. The Bit Pad Plus will be shown in a variety of solution oriented workstations including CAD, Desktop Publishing, and Presentation Graphics.

BEC indicates Bayside Exposition Center

WTC indicates World Trade Center

Exhibitor Descriptions

Sun Remarketing

131 **BEC**

3663 Highway 91
Logan, UT 84321

The world's largest independent dealer in used and out-of-production Apple products. Under contract with Apple Computer, Inc., Sun offers support and service to Apple and Lisa or Macintosh XL. Also deals in used Macintoshes and complete Apple II line. Will be debuting MacWorks Plus! (extension of MacWorks 3.0) allowing complete MacPlus compatibility on Lisa. Sun offers an Apple-made Macintosh compatible machine configured w/12" screen and hard disk for less than \$1000.

SuperADD Computer Products, Inc.

369 **BEC**

2 St. Clair Ave. West, Ste. 1700
Toronto, Canada M4V 1L5

SuperADD is a manufacturer of specialized Macintosh peripherals, including the PRO-board family of integrated video/accelerator products. These units combine a 16 MHz 68020, 32-bit memory and a large-screen driver circuitry onto a single expansion card for the Mac 512, Plus and SE Products. Other products to be announced at the show include the Video/SE, a full-color genlock card for the Macintosh SE, aimed at the industrial training market.

SuperMac Technology

1644 **BEC**

295 North Bernard Ave.
Mountain View, CA 94043

The largest, most innovative line of Macintosh peripherals and software is growing! SuperMac shows new products and well-established product families in powerful, integrated workstations. Test-drive ultra-fast DataFrame hard disks and Mac SE accelerators. Integrated Color Solutions Showcase features 8- and 24-bit video, monochrome, greyscale and color monitors, and input/output devices, including scanners, slide-writers, and printers. Renowned artists create real-time Mac II art with PixelPaint, SuperMac's powerful color paint program. Vote for Grand Prize Winner of PixelPaint Art Contest — send a lucky artist to Paris!

Survivor Software, Ltd.

911 **BEC**

11222 La Cienega Blvd. Ste. 450
Inglewood, CA 90304

MacMoney — A financial record keeper and management program, for personal or small business. This easy to use program allows the user to track bank account, credit card, cash, asset, liability income

and expense type categories for financial information. Loan, retirement, and future goal planning included. Multiple reports and graphs provide various ways to see transactions. Print checks and export data for extended functions.

Please see our advertisement on page 18

Symantec Corp.

5503 **WTC**

10201 Torre Ave.
Cupertino, CA 95014

Symantec is a leading international developer and publisher of personal computer productivity software for business, government, and education markets. Established in 1982, Symantec provides software for Apple and IBM personal computers and compatibles. Symantec has developed file management and word processing software such as Q&A; project management software such as Time Line; business productivity and presentation software such as GrandView and MORE; and business communications software and development tools such as InBox and Laser-Speed, and publishes utility products such as Symantec Utilities for Macintosh, SQZ! Plus and 4VIEWS.

Symmetry Corp.

5524 **WTC**

761 E. University Dr.
Mesa, AZ 85203

Symmetry publishes PictureBase 1.2, Acta 2.0 and HyperDA. PictureBase is the art manager. Organize images into libraries, indexed by title and keywords. A DA retriever searches and places art within other applications. The outline desk accessory, Acta is your planning tool. Organize manuscripts, reports, lists and any writing or records. HyperDA opens your stacks without HyperCard. A desk accessory, it browses stacks within other applications. It supports many HyperTalk commands, operates buttons and fields.

SYSTAT, Inc.

5027 **WTC**

1800 Sherman Ave.
Evanston, IL 60201

SystemOID Inc.

5761 **WTC**

1175 Lavigerie Ave., Suite 90
Sainte-Foy, Quebec, Canada G1V 4P1

Our following CASE Tools (Computer Aided Software Engineering) will be demonstrated at MacWorld: Consoi-ERM is a graphics-based CASE tool designed to create documented and normalized entity-relationship models. Consoi-LDM is a graphics-based CASE tools designed to

help database administrators produce logical data models. Consoi-DFD is a graphics-based CASE tool for building data flow diagrams.

T/Maker Company

1625 **BEC**

1973 Landings Dr.
Mountain View, CA 94043

Since 1979, T/Maker Company has been developing and publishing quality software products for the personal computer market. WriteNow for Macintosh, with features such as mail merge, a 100,000 word dictionary, columns, and multiple headers and footers, has become one of the leading word processors for the Macintosh. T/Maker's ClickArt™ Series contains image portfolios, fonts and graphics software for both the Macintosh and the IBM PC and compatibles. T/Maker is proud to announce another business oriented PostScript™ portfolio.

Technology Concepts, Inc.

(A Bell Atlantic Company)

5552 **WTC**

40 Tall Pine Dr.
Sudbury, MA 01776

CommUnity™-Mac is DECnet-compatible software for Macintosh Plus, SE and II computers, requiring no additional software or hardware in DECnet VMS, Ultrix, or RSX-11M systems. CommUnity-Mac allows the sharing of computer resources, applications software, and peripherals on a DECnet Ethernet network. The Technology Concepts software features file serving capabilities including compatibility with VAX/VMS Services and Remote File Access/Transfer; VAX/VMS Mail; Virtual Terminal with VT 110/220/240 emulation; Task-to-task Communications.

Tecmar, Inc.

5659 **WTC**

6225 Cochran Rd.
Solon, OH 44094

The Tecmar QT-Mac 40 is the highest performance PC 2000 tape backup system available for SCSI based Macintosh computers. Recent enhancements include the ability to interchange tapes with the Apple Tape Backup 40SC, the ability to link multiple tapes allowing backup of any size hard disk, and the new Power Tag software feature that locates any file or combinations of files, tags them and then automatically backs them up. At speeds of 2.5 MB per minute, the QT-Mac40 is the superior solution for data protection, software distribution, archiving and hard disk management.

Tektronix, Inc.

P.O. Box 500 MS/76-038
Beaverton, OR 97077

Demonstrating 4693D color imaging printer with color matching, driven by a Macintosh II.

654 **BEC**

TeleRobotics

International, Inc.

8410 Oak Ridge Hwy.
Knoxville, TN 37931

A visual language that lets you create stand-alone courseware by drawing a flow-chart of your ideas. Built-in features make presentation of information easy and powerful. Course Builder keeps track of student performance and branches according to your student's past answers or in sophisticated automatic and random ways. Add color to your presentation with our newest addition, Course Builder Color! Video Builder adds the capability to control a video device from any point in the course.

337 **BEC**

Texas Instruments

P.O. Box 2909 M/S 2111
Austin, TX 78769

TI offers a family of Postscript™ Laser printers available in 6, 8, and 15 pages per minute. Two models shown include the 2106, designed for the single user workstation and the Model 2115, designed for the Shared Resource environment. Both models offer a variety of standard emulations and interfaces including AppleTalk™. The new TI microExplorer will also be demonstrated. The microExplorer combines the capabilities of Apple's widely acclaimed Macintosh II and TI's Explorer AI workstation.

400 **BEC**

TOPS, A Sun Microsystems Company

950 Marina Village Pkwy.
Alameda, CA 94501

TOPS, a Sun Microsystems Company, specializes in the design, manufacture and marketing of connectivity products. The company is best known for its TOPS Network, a best-selling LAN featuring file sharing between Macintoshes, PCs, VAXes, and Sun Workstations. TOPS also offers the TOPS FlashBox, an external hardware device that allows Macintoshes to communicate at three times AppleTalk speed. TOPS Terminal, a Macintosh TCP/IP link, provides terminal emulation, file transfer, and text editing.

1022 **BEC**

Total Systems Integration

99 W. 10th Ave., Ste. 333
Eugene, OR 97401

149 **BEC**

TPS Electronics

4047 Transport St.
Palo Alto, CA 94303

5564 **WTC**

High quality, simple-to-use bar code and magnetic stripe (credit card) readers for the Macintosh and Plus connect on the keyboard cable; on the SE and II they connect on the ADB. Easily and quickly installed, they do not affect keyboard or mouse operation and are transparent to all software, looking just like keyboard input to the program and the computer. Magnetic encoders and a bar code print program are also available.

Traveling Software

19310 N. Creek Pkwy., Ste. 109
Bothell, WA 98011

5039 **WTC**

Traveling Software, a leader in communication and accessibility software, will demonstrate Lap-Link Mac, a software/cabling package designed for fast and easy file transfer between IBM compatible (or PS/2) and Macintosh computers. Lap-Link Mac transfers information at 57,600 baud over the serial ports with complete error checking and provides support for multiple file transfers. Lap-Link Mac comes complete with universal cabling and thorough documentation.

TreeAge Software

14 Welland Rd.
Brookline, MA 02146

568 **BEC**

Decision Analysis: TreeAge is a powerful decision-maker's tool that allows you to build, modify, and analyze decision trees. As a businessperson, lawyer, physician, engineer, or other decision-maker, you can put your knowledge to work using DA:TA. This innovative product lets you lay out your choices, choose the best one, and document your decision afterwards. With its sophisticated statistical functions and easy graphical interface, DA:TA is the ideal tool for all decision makers.

Tri-Data Systems

1450 Kifer Rd.
Sunnyvale, CA 94086

648 **BEC**

Tri-Data Systems is the manufacturer of the Netway 1000, the only 3274 Gateway for the AppleTalk LAN. The Netway 1000, for the Macintosh, and our new Netway

1000PC, for the IBM PC, will be shown connected to an IBM mainframe. The Mac-Netway 3270 and PCNetway 3270 software provide true 3270 workstation capability for Macs and PCs including 3278/9 emulation, PC3270 file transfer (IND\$FILE), 3287 printing and multiple 3270 sessions per workstation.

True Basic, Inc.

39 South Main St.
Hanover, NH 03755

2018 **BEC**

True Basic, Inc. is proud to introduce Version 2.0 of the True Basic programming language. Version 2.0 has full color and 68881 support, direct output to the laser-writer and programming "modules" for better structured programming. Also available are new programming libraries such as Scientific Graphics, Business Graphics, and Mathematician's Toolkit. Along with an updated version of the highly acclaimed Kemeny/Kurtz Math Series! Check out Calculus, Precalculus, Algebra and more.

TrueVision, Inc.

7351 Shadeland Station, Ste. 100
Indianapolis, IN 46256-3921

237 **BEC**

TrueVision® microcomputer graphics products enable IBM-PCs and compatibles to process images with television-quality resolution. Our newest product series, TrueVista™, is the ultimate in power and flexibility for high-resolution frame capture and display. Truevision ATVista™ for IBM ATs and NUVista™ for the Macintosh II. Some applications for the Truevision hardware and software include: graphic design and presentation, video production, picture databases, image processing and digital pre-press. VIDI/O Box™ is our newest high-quality encoder/decoder for S-video and NTSC.

Truvel Corp.

8943 Fullbright Ave.
Chatsworth, CA 91311

5812 **WTC**

TRUVEL Corporation is introducing the TZ-3T and TZ-3BWCT, a black-and-white transparency scanner and combination black-and-white/color transparency scanner. TRUVEL is also demonstrating other models in the TruScan TZ-3 series of high-performance digitizing scanners. The TZ-3 offers high-quality images, fast scanning speed, extensive composition flexibility, 24-bit color and 256 grayscale levels. Sheet, bound documents, and 3D objects can be scanned. All models are capable of resolution from 300 to 900 dpi.

FoxBASE+ /Mac: The Fastest, Most Powerful Macintosh Database System

Booth
5034

The One Mac Database System That Has It All.

We've combined the blazing speed and programming power of our award-winning DOS products with the things you love about your Mac: the elegant interface, perfectly integrated graphics, and peerless ease of use.

Speed To Burn.

FoxBASE+ /Mac gives you the power and performance you expect from Fox. In fact, FoxBASE+ /Mac is by far the fastest database system available for the Mac—up to *200 times faster!*

Vast Program Library.

FoxBASE+ /Mac is completely compatible with the industry standard dBASE language—so *hundreds of thousands* of dBASE programs will run perfectly on your Mac—*without changing a single line of code!*

View Window.

The View Window is the master control panel for FoxBASE+ /Mac's graphical, non-programming interface. Use it to open and close files, set up indexes, establish relations, access BROWSE, and even to modify database structures!

BROWSE.

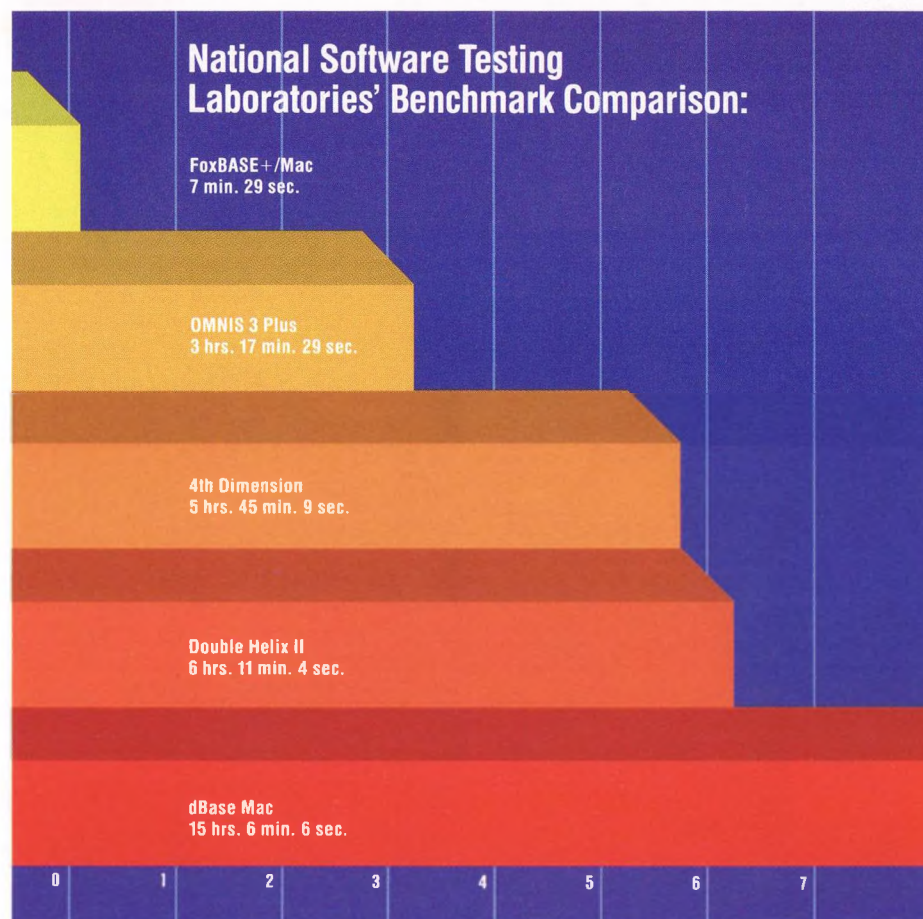
FoxBASE+ /Mac's BROWSE feature brings new convenience and power to database display and editing! You're in complete control—BROWSE lets you dynamically adjust the size and order of fields displayed, add or delete records, and split the window to show different database sections side-by-side. Together, BROWSE and View Windows *eliminate* the need to write programs for common database operations!

Integrated Graphics.

Copy and paste graphs, charts, diagrams and even pictures into your database—*instantly!* FoxBASE+ /Mac gives you the power to display these graphics, or merge them into reports and documents!

FoxBASE and FoxBASE+ are trademarks of Fox Software.
dBASE and dBASE III PLUS are trademarks of Ashton-Tate.
Macintosh is a trademark of McIntosh Laboratory, Inc.,
licensed to Apple Computer, Inc.

National Software Testing Laboratories' Benchmark Comparison:



FoxBASE+ /Mac completed National Software Testing Laboratories' entire suite of benchmark tests before all but one competitor had completed the first test!!

Command Window.

FoxBASE+ /Mac's Command Window gives both experienced developers and novice users ultra-convenient access to the dBASE command language—just type a command into the Command Window, and it's executed!

Join The FoxBASE+ /Mac Pack!

At just \$395, FoxBASE+ /Mac is a bargain. You can't afford to be without it! Call (419) 874-0162 Ext. 995 for more information about FoxBASE+ /Mac. Or visit your local software retailer.



"Editor's Choice"—1987 & 1988!

FoxBASE+ /Mac is part of the award-winning family of products from Fox Software. For two years in a row, FoxBASE+ has been given the prestigious Editor's Choice award by *PC Magazine*, and scored an impressive 9.2 out of a possible 10 when tested by *InfoWorld's Review Board!*

Nothing Runs Like a Fox.

Fox Software, Inc. (419) 874-0162 Ext. 995
118 W. South Boundary FAX: (419) 874-8678
Perrysburg, OH 43551 Telex: 6503040827

Exhibitor Descriptions

Tutorland

P.O. Box 160429
Cupertino, CA 95016

Tutorland specializes in creating software training products for IBM PC and Apple Macintosh. Its Disk/Guide based Active Tutorials use a development scenario to walk users through the software where they learn the most sophisticated features by creating an Application. For instructors offering company or private courses, Tutorland creates Trainers' Kits: complete with Transparencies, Instructor's Notes, Student Guide and Practice Disk. Come see our collection on Excel, Word, Page-maker, 4th Dimension, Hypercard.

Please see our advertisement on page 129

Twin Engine Bit Plane 445 **BEC**

610 W. Broadway Rd., Ste. 103
Tempe, AZ 85281

Twin Engine Bit Plane introduces Mariah, the ultimate art and text archiver. Mariah comes as an application and a full-featured desk accessory. Mariah supports the Clipboard, Scrapbook, MacPaint, PICT, PostScript, Encapsulated PostScript, and Text formats, and converts between these formats. Mariah allows for storage and retrieval of graphics and text using descriptive keywords. Mariah also enables you to copy all or any part of a document with its marquee and lasso.

UpTime,

The Disk Monthly

174 Bellevue Ave.
Newport, RI 02840

UpTime, the Disk Monthly is a variety of eight new programs every month for Macintosh owners. Each month over 100,000 readers enjoy *UpTime's* games and entertainment programs and learn from its educational programs and tutorials. They save time with *UpTime's* productivity programs and desk accessories and save money with product reviews and special subscriber offers. Subscribe today and receive over 100 original programs, DA's and fonts during the next year for under \$1.00 each.

137 **BEC**

Value Line, Inc.

711 Third Ave.
New York, NY 10017

VALUE/SCREEN Plus Investment Advisory Software. Selects stocks according to user-defined criteria. Up to 20 simultaneous criteria may be selected from a master list of 38 variables. Provides statistical reports on over 1,600 stocks and maintains portfolio records on up to 1,000 stocks. Data base updated quarterly, monthly, or weekly either by mail or electronically.

VAMP, Inc.

6753 Selma Ave.
Los Angeles, CA 90028

5759 **WTC**

Varcon Systems, Inc.

10509 San Diego Mission Rd.,
Ste. K
San Diego, CA 92108

Varcon Systems is proud to introduce Varplan-Mac™, an exciting new product for the Macintosh. Varplan-Mac is a sophisticated project management system designed to take advantage of the latest networking and distributed database technology available. Offering ease of use and company-wide data access, Varplan-Mac is one of the first true "corporate" scheduling systems. Varplan-Mac will save companies both time and money. Varplan-Mac is one of the most comprehensive scheduling packages in the Macintosh marketplace.

647 **BEC**

Varityper

11 Mt. Pleasant Ave.
E. Hanover, NJ 07936

609 **BEC**

Versacad

2124 Main St.
Huntington Beach, CA 92648

560 **BEC**

Three dimensional CAD for VersaCAD/Macintosh Edition will be demonstrated at the Macworld Expo in Boston, along with the system's newest two-dimensional construction tools, faster operations, and Encapsulated PostScript supporting desktop publishing requirements. A series of new HyperCard stacks specifically developed for CAD will also be presented including Bill of Materials, Door & Window Scheduling, and a CAD Text Processor. With Full Support of the interface, VersaCAD/Macintosh Edition sets the standard in "Desktop Design" on a Macintosh.

Please see our advertisement on page 135

Virginia Systems Software

5509 W. Bay Ct.
Midlothian, VA 23112

5625 **WTC**

SONAR, and SONAR Professional, Text Retrieval Systems for searching, indexing, and analyzing thousands of documents at a time. SONAR searches at 15,000 pages per minute on a Macintosh II, SONAR Professional at 250,000. ROUNDUP! File Search Utility for locating files. Simply supply a string and ROUNDUP! will search an entire hard disk for a file containing that string. Announcing an "Indexer" for the Macintosh. Generates an index and Table of Contents.

Visual Information, Inc.

16309 Doublegrove
La Puente, CA 91744

5224 **WTC**

Visual Information, Inc.'s Dimensions is the leading Macintosh-based Computer Aided Design software system, offering a complete 3-D database for 3-D design. Able to directly interface with 3-D FEA, 3-D numerical control and 2-D drafting packages, Dimensions creates a potent solution for the CAE market. Dimensions is the premier 3-D design presentation software because of its ability to create sophisticated anti-aliased and ray-traced images in up to 24-bit color, surface modeling, and 60 frame/second scene animations.

Voice & Video

5038 Ruffner St.
San Diego, CA 92111

449 **BEC**

Easy to follow instructional video tapes on HyperCard. "Getting Started" is a one hour 40 minute entertaining walk through the basics. Place your VCR next to your Mac and learn at a comfortable pace. Learn how to create cards, stacks, buttons, and short "HyperTalk" scripts. The "Advanced Scripting" tape builds several stacks from scratch using numerous sophisticated techniques. Both programs are professionally produced, well-organized, and fun to use. Retail Price \$49.95 each.

Washington Apple Pi, Ltd.

8227 Woodmont Ave., Ste 201
Bethesda, MD 20814

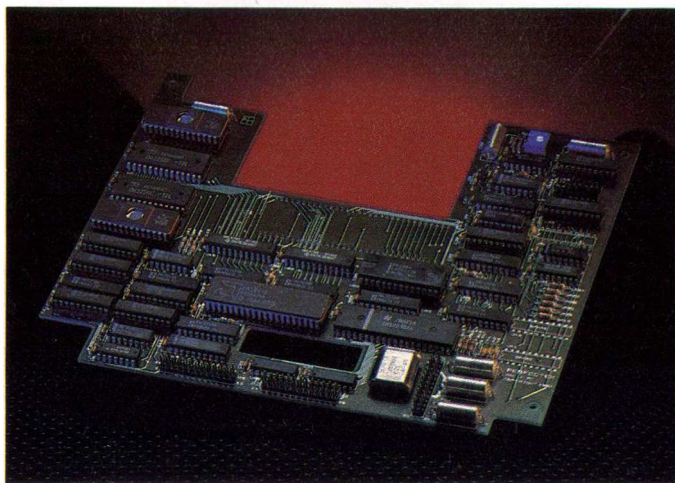
2053 **BEC**

MS DOS™ CO-PROCESSOR CARDS

For Macintosh™ Computers

from PerfecTEK

Mac + PC



For Macintosh Plus

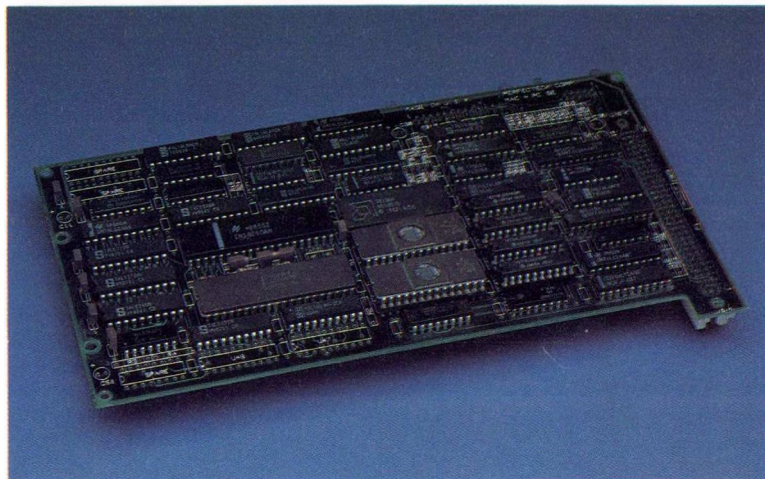
FEATURES:

- Configure up to 640K memory for DOS
- Use PC Compatible SCSI Floppy Drives or Mac Floppys for DOS data
- Share Mac Hard Disk Drive with DOS
- Transfer files between Macintosh and MS DOS using our utilities
- IBM Compatible Parallel Port and RS-232 Serial Port

More Features:

- Use "switcher" and "multifinder"
- Use Imagewriter/Laser Printers and IBM Compatible Letter Quality Printers
- Emulate CGA/MDA Equivalent Graphics
- Easy Installation
- Great Value at Affordable Price

Mac + PC SE



For Macintosh SE

For Further Information:

PerfecTEK Corporation

1455 McCARTHY BOULEVARD, MILPITAS, CA 95035
Tel: 408-263-7757 • Fax: 408-263-9842

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MS DOS is a trademark of Microsoft Corporation.
Macintosh Plus™ and Multifinder™ are trademarks of Apple Computer, Inc.
IBM® is a registered trademark of International Business Machines.

SHIPPING NOW!

*Dealer/Reseller
Inquiries Invited*

Exhibitor Descriptions

Western Digital Corporation

2445 McCabe Way
Irvine, CA 92714

716 **BEC**

Western Digital, a leader in storage technology, will be demonstrating the first in a series of products developed for use with Apple Macintosh. Utilizing state-of-the-art technology, Western Digital has created the only hard disks that combine maximum performance with a sleek, portable design. In addition to providing the ultimate in speed, these 20 and 40 megabyte drives feature easy set-up and operation for the novice and expert alike.

White Pine Software, Inc.

94 Route 101A, P.O. Box 1108
Amherst, NH 03031

5540 **WTC**

White Pine Software products Mac240™, Mac220™, Mac241™, VMacS™, and Reggie™ deliver total two-way text and graphics communications capabilities for Mac/VAX users. Mac240, Mac220 and Mac241 provide complete DEC terminal emulation for the Macintosh. VMacS, a VAX application, allows users to store, manage and share Macintosh files on the VAX's disk and tape drives. Reggie™ converts Macintosh graphics to DEC compatible ReGIS and SIXEL formats.

Williams & Macias Microcomputer Products

South 3707 Godfrey
Spokane, WA 99204

1600 **BEC**

myDiskLabeler-allows you to create distinctive professional labels for your disks, use icons, colors, serial numbers. Never waste a label with myDiskLabeler's unique form alignment. DiskFinder-combines the features of a librarian, cataloger, and file finder. Search for and locate files on disks or hard drives. Operates in network environment. TLC-a multipurpose labeling program that recognizes, aligns, and prints on diverse labels and other special materials. Import data basis. Design text and graphics.

WordPerfect Corp.

1555 N. Technology Way
Orem, UT 84057

5234 **WTC**

WordPerfect includes features such as automatic pagination, on-screen columns, file management capabilities, macros, merge, footnotes/endnotes, automatic outlining, table of contents/index generation, a

115,000-word spelling checker, and thesaurus. WordPerfect for the Macintosh can import and export files from WordPerfect for the Apple II, Atari, Amiga, IBM, VAX, and Data General machines. WordPerfect also accepts files created in Microsoft Word and MacWrite. System requirements: 512KE, Plus, SE, and II. Suggested retail: \$395.

Working Computer

P.O. Box 86602
San Diego, CA 92138

608 **BEC**

Specializing in customizable business software. Featured products include: Clients & Profits™ for Advertising Agencies — a complete ad agency management system for job planning, costing and billing. S.B.A. Small Business Accounting™-completely customizable and multiuser accounting program. Includes inventory control and more. S.B.A. Project Billing — job costing,

tracking and billing. Customizable and multi-user. Business TOOLS™ II for Omnis 3 Plus — a dozen Omnis templates for learning and building your own Omnis applications.

ZEDCOR, Inc.

4500 E. Speedway Blvd., Ste. 22
Tuscon, AZ 85712

5265 **WTC**

The latest versions of DeskPaint™ will be shown, including a color version for the Mac II. The latest version of ZBasic will also be shown for the Macintosh. This includes new color support for the Mac II and ImageWriter™ and lots of other features. DeskPaint and ZBasic will be demonstrated throughout the show. Stop by and see them.

Zeno Graphics

19752 McArthur Blvd., # 250
Irvine, CA 92715

520 **BEC**

NOTES:

Additional Exhibitors

Adex Corp. 105 Albright Way Los Gatos, CA 95030	2059 BEC	Computer Accessories Corp. 6610 Nancy Ridge Rd. San Diego, CA 92121	2063 BEC	Macintosh News/A CMP Publication 600 Community Dr. Manhasset, NY 11030	241 BEC
AnaMatrix 1219 W. Gentile St. Layton, UT 84041	5026 WTC	Digidesign 1360 Willow Rd., Ste. #101 Menlo Park, CA 94025	2058 BEC	Nutmeg Systems 25 South Ave. New Canaan, CT 06840	2064 BEC
Answers 20380 Towncenter Ste. 160 Cupertino, CA 95014	345 BEC	Enabling Technologies 600 S. Dearborn Ste. #1304 Chicago, IL 60605	2061 BEC	Remember When, Inc. 15 Union St. Lawrence, MA 01840	1207 BEC
APL-MAC/Victory Enterprises Technology, Inc. 1011 E. 53-1/2 St. Austin, TX 78751-1728	5826 WTC	Ergo Computer Supplies, Inc. P.O. Box 2123 Red Bank, NJ 07701	5828 WTC	SBT Corp. 1 Harbor Drive, Ste. #200 Sausalito, CA 94965	5030 WTC
Authorware 8400 Normandale Blvd. Ste. 340 Minneapolis, MN 55437	142 BEC	Fox Software 118 W. South Boundary Perrysburg, OH 43551	5034 WTC	Simware 20 Colonnade Rd. Ottawa Ontario, Canada K2E 7M6	1824 BEC
Avantec P.O. Box 750 Plattsburg, NY 12901	1207 BEC	Please see our advertisement on page 111		Softdisk, Inc. 606 Common St. Shreveport, LA 71130	2060 BEC
Charrette 95 Mt. Auburn St. Cambridge, MA 02138	239 BEC	Intecolor 25 Scientific Dr. Norcross, GA 30092	2062 BEC	Telegraphics 936 Sir Francis Drake Blvd., Ste. R Kentsfield, CT 94904	2060 WTC
		Kurta Corp. 3007 E. Chambers Phoenix, AZ 85040	2057 BEC	Voyager 2139 Manning Ave. Los Angeles, CA 90025	1921 BEC
		Learning Services P.O. Box 10636 Eugene, OR 97440	2056 BEC		

NOTES:

Exhibitor List

Alphabetically

Bayside Exposition Center

Company Name	Booth	Company Name	Booth	Company Name	Booth
1st Aid Software	610	D2 Software, Inc.	2022	Insignia Solutions	1906
3Com Corp.	426	DAC Software	2106	Intecolor	2062
3M-Audio Visual Division	160	DataDesk International	1016	Interleaf, Inc.	500
A&A Co., Ltd.	820	DataViz, Inc.	414	Invention Software Corp.	1909
Aba Software	1844	Day Star Digital, Inc.	2104	Iomega	711
Abacus Concepts	2020	DCM Data Products	420	Irwin Magnetics	2044
Access Technology, Inc.	804	Deneba Software, Inc.	336	James River Corp. Electronic	
Addison-Wesley Publishing Co.	1806	Design Science, Inc.	542	Imaging Division	917
Adex Corp.	2059	Desktop Graphics	544	Julian Systems	642
Adobe Systems, Inc.	1400	Digi Design	2058	Kandu Software Corp.	1612
AdvenTech	1835	Digital Vision Inc.	550	Kensington Microware Corp.	1636
Affinity Microsystems, Ltd.	403	DisCopyLabs	645	Kinetics, Inc.	1736
Aldus Corp.	1322	Dow Jones & Co., Inc.	612	Kingsley/ATF Type Corp.	141
Alisa Systems	2113	DPI	2114	Kurta Corp.	2057
Alpha Micro	636	Dream Maker Software	350	LAN Magazine	1837
ALSoft, Inc.	300	DSI	2115	Language Systems Corp.	521
Altsys Corp.	1619	Dynamic Graphics, Inc.	1633	Laser Charge	162
Americal Group	2024	Dynamic Microprocessor Assoc.	419	Laser Designs Corp.	543
American Liquid Light, Inc.	669	Dynaware Corp.	649	Lasergraphics	354
American Power Conversion	2111	EDCO Services, Inc.	818	Learning Services, Inc.	2056
AOX, Inc.	360	EDUCORP	1106	Letraset U.S.A.	1506
Apple Computer Australia	325	Effective Marketing		Lotus Development Corp.	200
Apple Computer, Inc.	1618	Communications, Inc.	370	MACazine	508
Applied Data Communications	600	Emerald City Software	1108	MacConnection	1540
Ars Nova Software	644	Enabling Technologies	2061	MacGuide Magazine	536
Asher Engineering Corporation	447	Epic Technology, Inc.	705	MacUnderground/Meese	421
Ashton-Tate	1332	Ergotron, Inc.	1206	Macintosh Bible	646
AST Research, Inc.	408	Farallon Computing	1412	Macintosh Business Review	461
Bantam Books, Inc.	324	Ferranti-Dege, Inc.	135	Macintosh Today	1824
BDT Products	321	FWB Software	640	MacroMind, Inc.	916
Berkeley Systems Design, Inc.	442	General Computer Co.	1706	MacTutor	1413
Bitstream, Inc.	446	Generic Software	706	MacUser Magazine/Ziff-Davis	
Blackhole Technology, Inc.	1419	Gimeor S.A.	824	Pub. Co.	1530
BMUG	1701	Golden Triangle Computer	546	MacWEEK	460
Boston Computer Society	1630	GoldMind Publishing Co.	1211	Macworld Magazine & Publish	
Bravo Technologies, Inc.	300	Graphsoft	1612	Magazine	1306
Byte Magazine	626	Great Plains Software	1830	Mainstay	1606
C.I. Tech International, Inc.	209	Great Wave Software	308	Mansfield Systems, Inc.	1930
CE Software	1810	GTFS	2052	Manx Software Systems, Inc.	1526
CG Graphic Arts Supply, Inc.	268	GW Instruments	108	Market Engineering Corp.	551
CMS Enhancements, Inc.	436	High Performance Systems, Inc.	1631	Mass Micro Systems	130
Cognition Technology Corp.	1318	Howtek, Inc.	2105	Matrix Instruments	159
CompServCo	1612	HyperLink Magazine	157	MBJ	422
Computer Accessories Corp.	2063	I/O Design, Inc.	1312	MECA Ventures, Inc.	624
Computer Expressions	110	IGC Technology Corp.	450	Mega Drive Systems	1838
Computer Friends, Inc.	1911	IGC Technology Corp.	469	MegaGraphics Inc.	100
Computer Giftware	1314	Image Club Graphics, Inc.	1316	Micro Planning International	1621
Computer Shoppe/Engineered		Imagine Software	515	Microlytics, Inc.	620
Software	1707	Imagine That, Inc.	451	Micron Technology	810
Computer Ware	1940	Individual Software, Inc.	614	Microseeds Publishing, Inc.	2102
Coral Software Corp.	314	Infinite Graphics	555	Microspot	1612
Cornerstone Technology	163	Information Presentation		MicroStore, Inc.	1709
Creative Solutions	602	Technologies Inc.	660	Microtech International, Inc.	208
Crickit Software, Inc.	1010	Infosphere, Inc.	1300	Microtek Lab., Inc.	330
Crosby Creations	443	InfoWorld	425	Mindscape, Inc.	1500
Cypress Research Corp.	444	Inovatic, Inc.	616	Mirus Corp.	256

Exhibitor List

Alphabetically



Bayside Exposition Center

Company Name	Booth	Company Name	Booth	Company Name	Booth
Moniterm Corp.	910	SuperMac Technology	1644	Twin Engine Bit Plane	445
Monster Cable	643	Survivor Software, Ltd.	911	UpTime, the Disk Monthly	2118
Multi-Ad Services, Inc.	2113	T/Maker Co.	1625	VAMP, Inc.	816
Nantucket Corp.	348	Tektronix	654	Varcon Systems, Inc.	647
Nashoba Systems, Inc.	142	TeleRobotics International, Inc.	337	Varityper	609
New Image Technology, Inc.	634	Texas Instruments	400	Versacad	560
Niles & Associates	650	TOPS, A Sun Microsystems Co.	1022	Voice & Video	449
Nolo Press	319	Total Systems Integration	149	Washington Apple Pi, Ltd.	2053
Novell	200	TreeAge Software	568	Western Digital	716
Nutmeg Systems, Inc.	2064	Tri-Data Systems, Inc.	648	Williams & Macias Microcomputer	1600
Nuvo Labs	370	True Basic, Inc.	2018	Products	608
Nuvotech	468	TrueVision, Inc.	237	Working Computer	520
nView	2100	Tutorland	137	Zeno Graphics	
NYMUG	155				
Olduvai Software, Inc.	415				
Orbit Creative Computing	526				
Pacer Software, Inc.	2054				
Palomar Software, Inc.	921				
Panamax	1213				
Para Systems	409				
Paracomp	168				
Paragon Concepts, Inc.	1518				
PCAI	342				
PerfecTEK Corp.	151				
Peripheral Land Inc.	514				
Personal Publishing Magazine	454				
Personal Writer, Inc.	1838				
PMC Telesystems	339				
Pointer Publications	548				
Pre-Owned Electronics, Inc.	1907				
Priam Corp.	710				
Primera Software	344				
Prism Technologies, Inc.	549				
Prometheus Products, Inc.	547				
ProVUE Development Corp.	156				
Que Corp.	569				
Qume Corp.	554				
Radius, Inc.	1916				
Rodime, Inc.	1922				
Satori Software	1522				
Second Wave, Inc.	604				
Select Micro Systems, Inc.	401				
Sensible Software	346				
Shana Enterprises, Inc.	1209				
Sher-Mark Products, Inc.	2116				
Shiva Corporation	343				
Siclone Sales & Engineering Corp.	1730				
Silicon Beach Software, Inc.	1816				
Softdisk, Inc.	2060				
Softsync	315				
Software Complement	523				
Software Ventures Corp.	318				
Solutions International	1415				
Springboard Software	2101				
Sun Remarketing	131				
SuperADD Computer Products, Inc.	369				

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Bayside Exposition Center

Booth	Company Name	Booth	Company Name	Booth	Company Name
100	MegaGraphics, Inc.	414	DataViz, Inc.	624	MECA Ventures, Inc.
108	GW Instruments	415	Olduvai Software, Inc.	626	Byte Magazine
110	Computer Expressions	419	Dynamic Microprocessor Associates	634	New Image Technology, Inc.
130	Mass Micro Systems	420	DCM Data Products	636	Alpha Micro
131	Sun Remarketing	421	MacUnderground/Meese	640	FWB Software, Inc.
135	Ferranti-Dege, Inc.	422	MBJ	642	Julian Systems
137	Tutorland	425	InfoWorld	643	Monster Cable
141	Kingsley/ATF Type Corp.	426	3Com Corp.	644	Ars Nova Software
142	Nashoba Systems Inc.	436	CMS Enhancements, Inc.	645	DisCopyLabs
149	Total Systems Integration	442	Berkeley Systems Design, Inc.	646	Macintosh Bible
151	PerfecTEK Corp.	443	Crosby Creations	647	Varcon Systems, Inc.
155	NYMUG	444	Cypress Research Corp.	648	Tri-Data Systems, Inc.
156	ProVUE Development Co.	445	Twin Engine Bit Plane	649	Dynaware Corp.
157	HyperLink Magazine	446	Bitstream, Inc.	650	Niles & Associates
159	Matrix Instruments	447	Asher Engineering Corporation	654	Tektronix
160	3M-Audio Visual Division	449	Voice & Video	660	Information Presentation Technologies Inc.
162	Laser Charge	450	IGC Technology Corp.	669	American Liquid Light, Inc.
163	Cornerstone Technology	451	Imagine That, Inc.	705	Epic Technology, Inc.
168	Paracomp	454	Personal Publishing Magazine	706	Generic Software
200	Novell	460	MacWEEK	710	Priam Corp.
208	Microtech International, Inc.	461	Macintosh Business Review	711	Iomega
209	C.I. Tech International, Inc.	468	Nuvotech	716	Western Digital
237	TrueVision, Inc.	469	IGC Technology Corp.	804	Access Technology, Inc.
256	Mirus Corp.	500	Interleaf, Inc.	810	Micron Technology
268	CG Graphic Arts Supply, Inc.	508	MACazine	816	VAMP, Inc.
300	ALSoft, Inc.	514	Peripheral Land Inc.	818	EDCO Services, Inc.
300	Bravo Technologies, Inc.	515	Imagine Software	820	A&A Co, Ltd.
308	Great Wave Software	520	Zeno Graphics	824	Gimeor S.A.
314	Coral Software Corp.	521	Language Systems Corp.	910	Monitem Corp.
315	Softsync	523	Software Complement	911	Survivor Software, Ltd.
318	Software Ventures Corp.	526	Orbit Creative Computing	916	MacroMind, Inc.
319	Nolo Press	536	MacGuide Magazine	917	James River Corp., Electronic Imaging Division
321	BDT Products	542	Design Science, Inc.	921	Palomar Software, Inc.
324	Bantam Books, Inc.	543	Laser Designs Corp.	1010	Cricket Software, Inc.
325	Apple Computer Australia	544	Desktop Graphics	1016	DataDesk International
330	Microtek Lab., Inc.	546	Golden Triangle Computer	1022	TOPS, A Sun Microsystems Co.
336	Deneba Software, Inc.	547	Prometheus Products, Inc.	1106	EDUCORP
337	TeleRobotics International, Inc.	548	Pointer Publications	1108	Emerald City Software
339	PMC Telesystems	549	Prism Technologies, Inc.	1206	Ergotron, Inc.
342	PCAI	550	Digital Vision Inc.	1209	Shana Enterprises, Inc.
343	Shiva Corporation	551	Market Engineering Corp.	1211	GoldMind Publishing Co.
344	Primera Software	554	Qume Corp.	1213	Panamax
346	Sensible Software	555	Infinite Graphics	1300	Infosphere, Inc.
348	Nantucket Corp.	560	Versacad	1306	Macworld Magazine & Publish Magazine
350	Dream Maker Software	568	TreeAge Software	1312	I/O Design, Inc.
354	Lasergraphics	569	Que Corp.	1314	Computer Giftware
360	AOX, Inc.	600	Applied Data Communications	1316	Image Club Graphics, Inc.
369	SuperADD Computer Products, Inc.	602	Creative Solutions	1318	Cognition Technology Corp.
370	Effective Marketing Communications, Inc.	604	Second Wave, Inc.	1322	Aldus Corp.
370	Nuvo Labs	608	Working Computer	1332	Ashton-Tate
400	Texas Instruments	609	Varityper	1400	Adobe Systems, Inc.
401	Select Micro Systems, Inc.	610	1st Aid Software	1412	Farallon Computing
403	Affinity Microsystems, Ltd.	612	Dow Jones & Co., Inc.	1413	MacTutor
408	AST Research, Inc.	614	Individual Software, Inc.		
409	Para Systems	616	Inovatic, Inc.		
		620	Microlytics, Inc.		

Exhibitor List

Numerically

Bayside Exposition Center

Booth Company Name

1415 Solutions International
1419 Blackhole Technology, Inc.
1500 Mindscape, Inc.
1506 Letraset U.S.A.
1518 Paragon Concepts, Inc.
1522 Satori Software
1526 Manx Software Systems, Inc.
1530 MacUser Magazine/Ziff-Davis Pub.
Co.
1540 MacConnection
1600 Williams & Macias Microcomputer
Products
1606 Mainstay
1612 CompServCo
1612 Graphsoft
1612 Kandu Software Corp.
1612 Microspot
1618 Apple Computer, Inc.
1619 Altsys Corp.
1621 Micro Planning International
1625 T/Maker Co.
1630 Boston Computer Society
1631 High Performance Systems, Inc.
1633 Dynamic Graphics, Inc.
1636 Kensington Microware Ltd.
1644 SuperMac Technology
1701 BMUG
1706 General Computer Co.
1707 Computer Shoppe/Engineered
Software
1709 MicroStore, Inc.
1730 Cyclone Sales & Engineering Corp.
1736 Kinetics, Inc.
1806 Addison-Wesley Publishing Co.
1810 CE Software
1816 Silicon Beach Software
1824 Macintosh Today
1830 Great Plains Software
1835 AdvenTech
1837 LAN Magazine
1838 Mega Drive Systems
1838 Personal Writer, Inc.
1844 Aba Software
1906 Insignia Solutions
1907 Pre-Owned Electronics, Inc.
1909 Invention Software Corp.
1911 Computer Friends, Inc.
1916 Radius, Inc.
1922 Rodime, Inc.
1930 Mansfield Systems, Inc.
1940 Computer Ware
2018 True Basic, Inc.
2020 Abacus Concepts
2022 D2 Software, Inc.
2024 Americal Group
2044 Irwin Magnetics

Booth Company Name

2052 GTFS
2053 Washington Apple Pi, Ltd.
2054 Pacer Software, Inc.
2056 Learning Services, Inc.
2057 Kurta Corp.
2058 Digi Design
2059 Adex Corp.
2060 Softdisk, Inc.
2061 Enabling Tech.
2062 Intecolor
2063 Computer Accessories Corp.
2064 Nutmeg Systems, Inc.

Booth Company Name

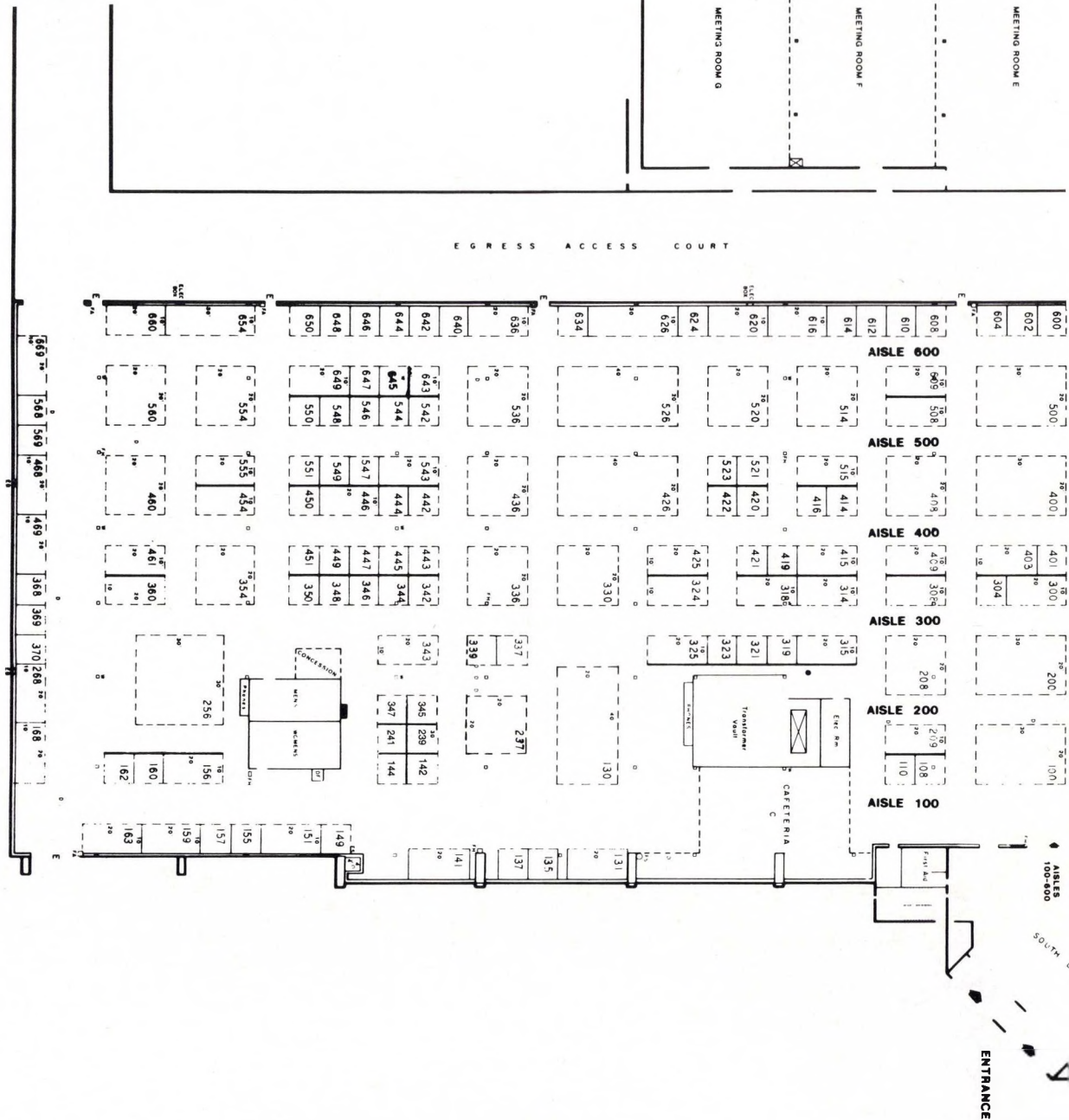
2100 nView
2101 Springboard Software
2102 Microseeds Pub., Inc.
2104 Day Star Digital, Inc.
2105 Howtek, Inc.
2106 DAC Software
2111 American Power Conversion
2113 Multi-Ad Serv., Inc.
2114 DPI
2115 DSI
2116 Sher-Mark Products, Inc.
2118 UpTime, The Disk Monthly

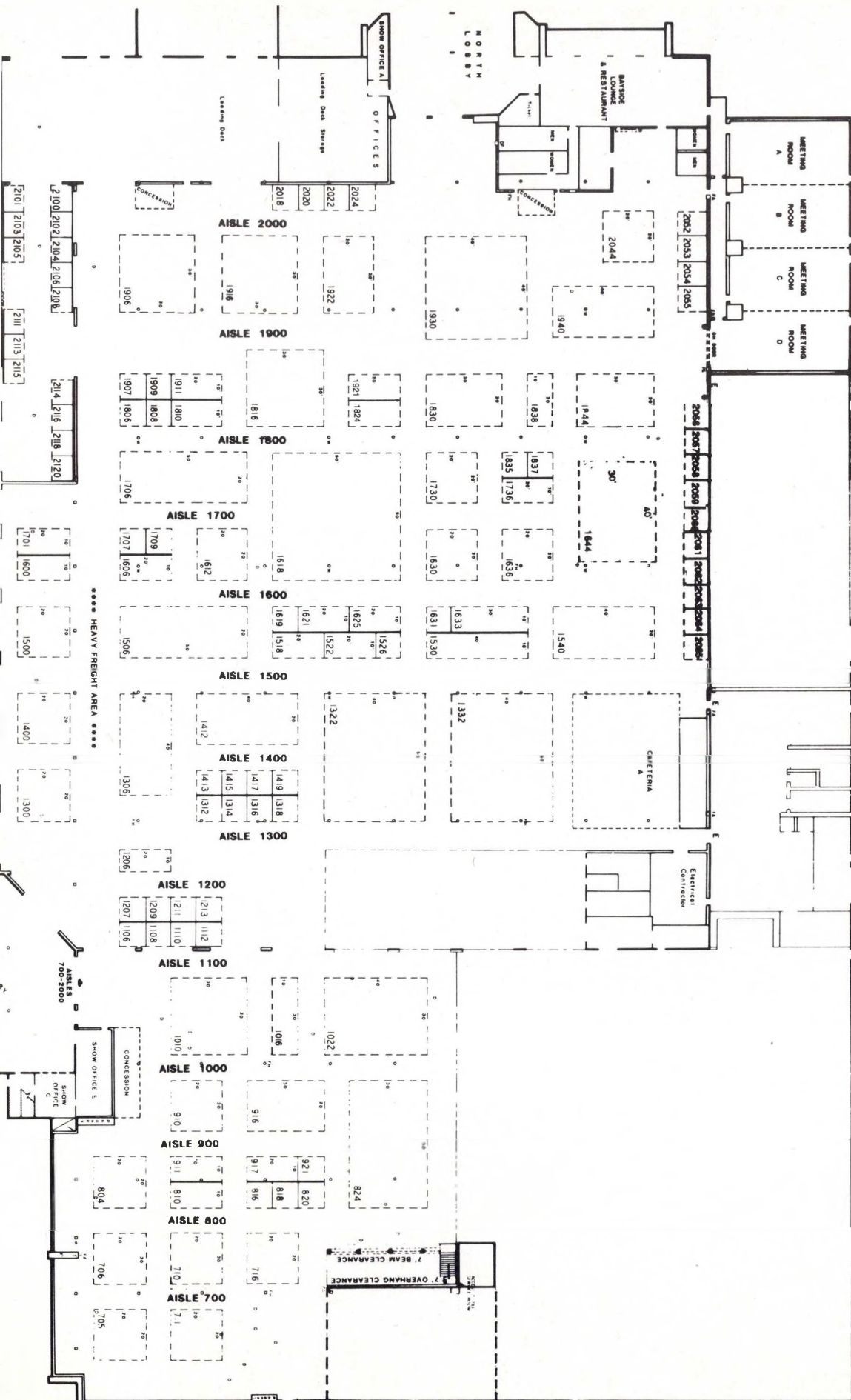
NOTES:

Floor Plan

Bayside Exposition Center

MACWORLD Expo
Boston, Massachusetts
August 11-13





Exhibitor List

Alphabetically



World Trade Center

Company Name	Booth	Booth	Company Name	Booth	Company Name
1st Desk Systems, Inc.	5663	Greene, Inc.	5520	Pro Plus Software, Inc.	5133
5th Generation Software	5024	Hard & Soft, Inc.	5770	QMS	5614
A.P.P.L.E. Co-Op/MacA.P.P.L.E. & APDA	5019	Heizer Software	5247	Quantum Books	5763
Abaton	5628	Help Software, Inc.	5514	Quark, Inc.	5012
Accessories Plus	5757	Hewlett-Packard Co.	5204	RamStar Group, Inc.	5666
Acius, Inc.	5152	Howard W. Sams & Co.	5566	RasterOps Corp.	5304
AESP, Inc.	5670	Human Intellect Systems	5767	Redgate Comm. Corp.	5330
Advanced Gravis Comp. Tech. Ltd.	5237	I/O Design, Inc.	5329	Relax Technology	5633
AEC Management Systems, Inc.	5627	ICOM Simulations, Inc.	5165	SBT Corp.	5030
Aesthetics Technology	5064	Informix Software, Inc.	5604	Scott, Foresman and Co., Prof. Books Grp.	5228
Allan Bonadio Associates	5668	Innovative Data Design, Inc.	5112	Semaphore Corp.	5142
AnaMatrix	5026	Jasmine	5458	Sharp Electronics Corp.	5020
Apple Computer, Inc.	5427	Kaetron Software Co.	5138	Sigma Designs, Inc.	5719
Apple Computer, Inc.	5440	Kent Marsh Ltd.	5404	SoftView	5320
Avalon Development Group	5662	Kevin J. Doyle, Computer Sys. Cnst.	5452	Solana Electronics	5219
Avatar Technologies, Inc.	5504	Kinetics, Inc.	5221	Sopris Softworks	5327
Avery	5639	Kroy, Inc.	5233	Spectrum Digital Systems, Inc.	5220
Bede Tech	5056	La Cie Ltd.	5665	Spectrum HoloByte	5362
Bering Industries, Inc.	5134	Laserware, Inc.	5528	Stellar America, Inc.	5769
Brainpower, Inc.	5655	Layered, Inc.	5262	Strawberry Tree Computers	5534
Bright Star Technologies, Inc.	5052	Legalware, Inc.	5334	Summagraphics Corp.	5546
Broderbund Software, Inc.	5565	Linotype	5167	Symantec Corp.	5503
Calcomp	5025	Logical Operations	5245	Symmetry Corp.	5524
Cambridge Electronics, Inc.	5321	Macintosh Today	5344	SYSTAT, Inc.	5027
Capilano Computing Systems, Ltd.	5319	MacOrchard, Inc.	5211	SystemOID, Inc.	5761
CasadyWare, Inc.	5570	MacPeak Systems, Inc.	5214	Technology Concepts Inc./A Bell Atl. Co.	5552
Chang Laboratories	5128	MacProducts USA	5510	Tecmar, Inc.	5659
Checkmark Software, Inc.	5060	MacroPac International	5619	Telegraphics	5028
Circo Business Solutions	5452	Macworld Magazine & Publish Magazine	5366	TPS Electronics	5564
CLARIS	5420	Madson Line	5162	Traveling Software	5039
Coda Music Software	5004	Magic Software, Inc.	5041	Truvel Corp.	5812
Compugraphic Corp.	5139	Mediagenic	5104	Value Line, Inc.	5759
Compuneering Inc.	5538	Menu	5660	Varietyper	5609
CompuServe	5804	Meta Software Corp.	5765	Virginia Systems Software	5625
Computers, Etc.	5145	Micro Cad/Cam, Inc.	5621	Visual Information, Inc.	5224
Connect, Inc.	5035	Micro Dynamics, Ltd.	5613	White Pine Software, Inc.	5540
Control Data Corp.	5241	Microsoft Corp.	5252	WordPerfect Corp.	5234
Data Pad Corp.	5140	MicroTouch Systems, Inc.	5724	ZEDCOR, Inc.	5265
Data Translation	5551	Mobius Technology	5872		
Datacopy Corp.	5466	Monogram Software, Inc.	5544		
DataSpace Corp.	5556	Motorola	5410		
Dayna Communications, Inc.	5240	National Association of Dsktp. Pub.	5029		
DEST Corp.	5120	National Instruments Corp.	5651		
Digital Communications Associates	5151	National Semi-Conductor Corp.	5634		
Direct Micro	5830	North Edge Software	5658		
Douglas Electronics	5227	Northern Telecom	5157		
Dove Computer Corp.	5168	Odesta Corp.	5509		
Dubl-Click Software, Inc.	5522	Oracle	5738		
Dynamac Computer Products, Inc.	5312	Orange Micro, Inc.	5261		
E-Machines, Inc.	5745	Orchid Technology	5826		
Eastman Kodak Co.	5643	Personal Bibliographic Software, Inc.	5669		
Enzan-Hoshigumi Co., Ltd.	5822	Personal Computer Peripherals Corp.	5338		
Everex Systems	5652	Personal Training Systems	5562		
Flexware	5741	Pixelogic, Inc.	5146		
Fox Software	5034	Presentation Technologies	5164		

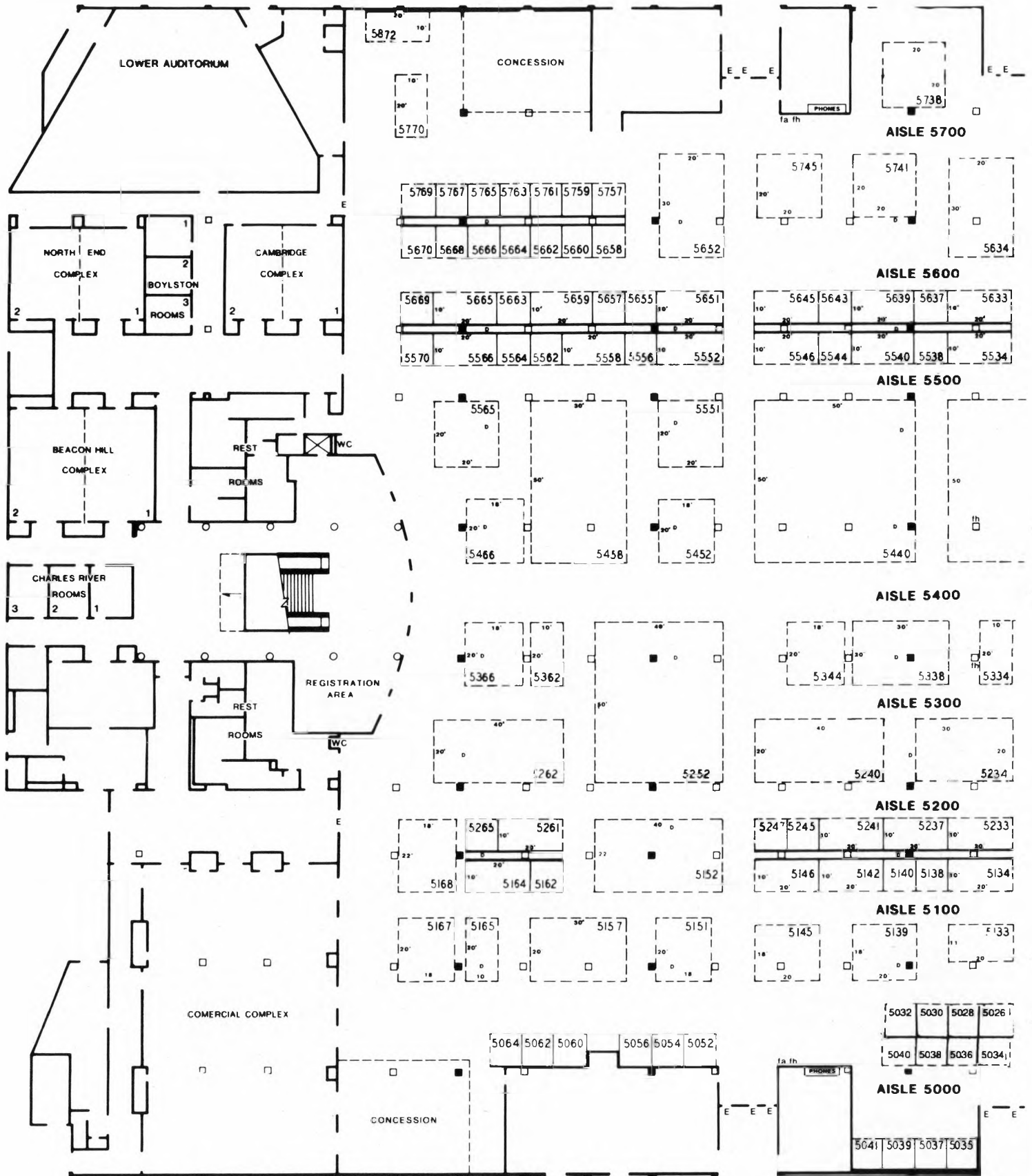
World Trade Center

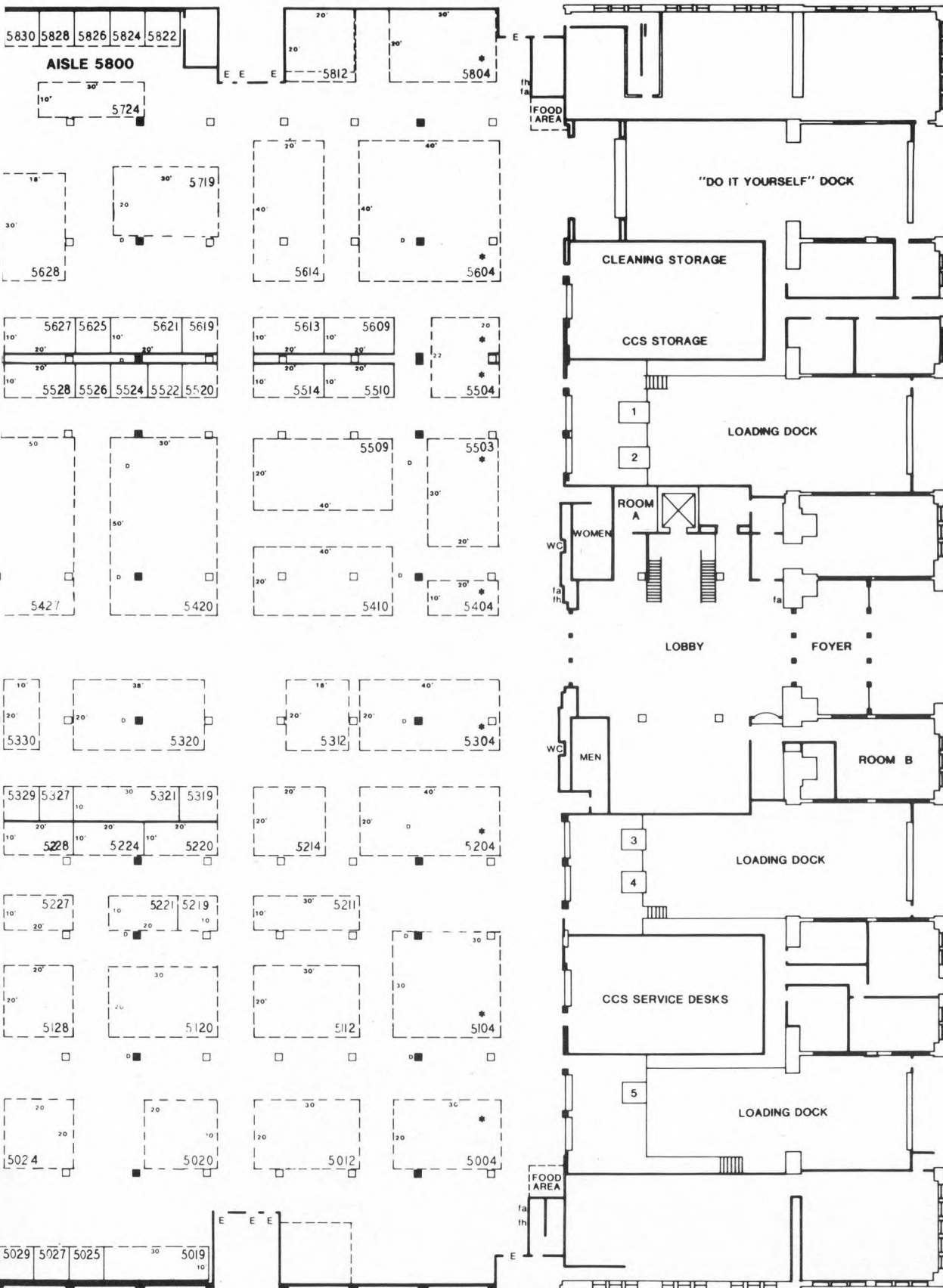
Booth	Company Name	Booth	Company Name	Booth	Company Name
5004	Coda Music Software	5247	Heizer Software	5619	Macropac International
5012	Quark, Inc.	5252	Microsoft Corp.	5621	Micro Cad/Cam, Inc.
5019	A.P.P.L.E. Co-Op/MacA.P.P.L.E. & APDA	5261	Orange Micro, Inc.	5625	Virginia Systems Software
5020	Sharp Electronics Corp.	5262	Layered, Inc.	5627	AEC Management Systems, Inc.
5024	5th Generation Software	5265	ZEDCOR, Inc.	5628	Abaton
5025	Calcomp	5304	RasterOps Corp.	5633	Relax Technology
5026	AnaMatrix	5312	Dynamac Computer Products, Inc.	5634	National Semi-Conductor Corp.
5027	SYSTAT, Inc.	5319	Capilano Computing Systems, Ltd.	5639	Avery
5028	Telegraphics	5320	SoftView	5643	Eastman Kodak Co.
5029	National Association of Dsktp. Pub.	5321	Cambridge Electronics, Inc.	5651	National Instruments Corp.
5030	SBT Corp.	5327	Sopris Softworks	5652	Everex Systems
5034	Fox Software	5329	I/O Design, Inc.	5655	Brainpower, Inc.
5035	Connect, Inc.	5330	Redgate Comm. Corp.	5658	North Edge Software
5039	Traveling Software, Inc.	5334	Legalware, Inc.	5659	Tecmar, Inc.
5041	Magic Software	5338	Personal Computer Peripherals Corp.	5660	Menu
5052	Bright Star Technologies, Inc.	5344	Macintosh Today	5662	Avalon Development Group
5056	Bede Tech	5362	Spectrum HoloByte	5663	1st Desk Systems, Inc.
5060	Checkmark Software, Inc.	5366	MacWorld Magazine & Publish Magazine	5665	La Cie Ltd.
5064	Aesthetics Technology	5404	Kent Marsh Ltd.	5666	RamStar Group, Inc.
5104	Mediagenic	5410	Motorola	5668	Allan Bonadio Associates
5112	Innovative Data Design, Inc.	5420	CLARIS	5669	Personal Bibliographic Software, Inc.
5120	DEST Corp.	5427	Apple Computer, Inc.	5670	AESP, Inc.
5128	Chang Laboratories	5440	Apple Computer, Inc.	5719	Sigma Designs, Inc.
5133	Pro Plus Software, Inc.	5452	Circo Business Solutions	5724	MicroTouch Systems, Inc.
5134	Bering Industries, Inc.	5452	Kevin J. Doyle, ComputerSys. Cnslt.	5738	Oracle Corp.
5138	Kaetron Software Corp.	5458	Jasmine	5741	Flexware
5139	Compugraphic Corp.	5466	Datacopy Corp.	5745	E-Machines, Inc.
5140	Data Pad Corp.	5503	Symantec Corp.	5757	Accessories Plus
5142	Semaphore Corp.	5504	Avatar Technologies, Inc.	5759	Value Line, Inc.
5145	Computers, Etc.	5509	Odesta Corp.	5761	SystemOID, Inc.
5146	Pixelogic, Inc.	5510	MacProducts USA	5763	Quantum Books
5151	Digital Communication Associates	5514	Help Software, Inc.	5765	Meta Software Corp.
5152	Acius, Inc.	5520	Greene, Inc.	5767	Human Intellect Systems
5157	Northern Telecom	5522	Dubl-Click Software, Inc.	5769	Stellar America, Inc.
5162	Madson Line	5524	Symmetry Corp.	5770	Hard & Soft, Inc.
5164	Presentation Technologies	5528	Laserware, Inc.	5804	CompuServe
5165	ICOM Simulations, Inc.	5534	Strawberry Tree Computers	5812	Truvel Corp.
5167	Linotype	5538	Compuneering Inc.	5822	Enzan-Hoshigumi Co., Ltd.
5168	Dove Computer Corp.	5540	White Pine Software, Inc.	5826	Orchid Technology
5204	Hewlett-Packard Co.	5544	Monogram Software, Inc.	5830	Direct Micro
5211	MacOrchard, Inc.	5546	Summagraphics Corp.	5872	Mobius Technology
5214	MacPeak Systems, Inc.	5551	Data Translation		
5219	Solana Electronics	5552	Technology Concepts, Inc./A Bell Atlantic Co.		
5220	Spectrum Digital Systems, Inc.	5556	DataSpace Corp.		
5221	Kinetics, Inc.	5562	Personal Training Systems		
5224	Visual Information, Inc.	5564	TPS Electronics		
5227	Douglas Electronics	5565	Broderbund Software, Inc.		
5228	Scott, Foresman & Co., Prof. Books Grp.	5566	Howard W. Sams & Co.		
5233	Kroy, Inc.	5570	CasadyWare, Inc.		
5234	WordPerfect Corp.	5604	Informix Software, Inc.		
5237	Advanced Gravis Comp. Tech., Ltd.	5609	Varityper		
5240	Dayna Communications, Inc.	5613	Micro Dynamics, Ltd.		
5241	Control Data Corp.	5614	QMS, Inc.		
5245	Logical Operations				

Floor Plan

World Trade Center

MACWORLD Expo
Boston, Massachusetts
August 11-13





Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
1st Aid Kit	610 BEC	Bar code printing software	5564 WTC	CM2000 Data Cartridge for T20 & T40 Series	436 BEC
1stFILE	5663 WTC	Bar code readers	5564 WTC	Coach Thesaurus 2.0	336 BEC
1stGATE	5663 WTC	BEAM MAC	5538 WTC	COGO MAC	5538 WTC
1stMERGE	5663 WTC	BEAM MAC II	5538 WTC	The Colony	1500 BEC
1stPORT	5663 WTC	BERNOULLI BOX	711 BEC	COLOR DESKPAINT	5265 WTC
1stSCAN	5663 WTC	BERNOULLI BOX CARTRIDGES	711 BEC	Color Movies	916 BEC
1stTEAM	5663 WTC	Best of MacTutor Books 1 & 2	1413 BEC	COLOR SPACE II	130 BEC
II-Tall™ Vertical Stand for Mac II	5745 WTC	Biblio-Links for the Macintosh	5669 WTC	COLORBOARD 64,108	5304 WTC
3-D Graphics Library	2018 BEC	The Big Picture® C20™ for Mac II	5745 WTC	COLORBOARD 104	5304 WTC
4th Dimension	5152 WTC	The Big Picture® CX™ for Mac II	5745 WTC	ColorCapture™	706 BEC
4th Dimension Training Kit	137 BEC	The Big Picture® for Mac 512/ Plus and SE	5745 WTC	ColorCard	1644 BEC
4x4 AT serial/parallel card for IBM AT	436 BEC	The Big Picture® for Mac II	5745 WTC	Colorizer	921 BEC
4x4 PC serial/parallel/clock/game card	436 BEC	The Big Picture® IQ™ monitor	5745 WTC	ColorVIEW	5025 WTC
19" Monitor	5304 WTC	Bit Pad Plus (Macintosh Version)	5546 WTC	ComicWorks	1500 BEC
101 Macros for Excel	5619 WTC	Black & White Movies	916 BEC	Comment 2.0	336 BEC
101 Scripts and Buttons for Hypercard	5619 WTC	BMUG Library Disks	1701 BEC	Communications Support Library	2018 BEC
800K Floppy disk drive	325 BEC	BMUG Newsletter	1701 BEC	CommUnity-DOS	5145 WTC
1200 Mini Pocket Modem	325 BEC	Bulk Mailer	1522 BEC	CommUnity-Mac	5145 WTC
4693D Color Imaging Printer	654 BEC	Business Class/City to City	5104 WTC	CommUnity-UNIX	5145 WTC
68030 Accelerator Board	5510 WTC	Business Graphics Toolkit	2018 BEC	Complementary Type	523 BEC
Accelerator	161916 BEC	Business Tools™ for Omnis 3 Plus	608 BEC	CompuServe Information Service	5804 WTC
Accelerator	251916 BEC	C-Server	5219 WTC	CompuServe Navigator	5804 WTC
Accelerator Mac20MX	2104 BEC	C.A.T. (Contacts-Activities-Time)	5128 WTC	CompuTalk Plus Kits	5670 WTC
Accountant, Inc. 3.0	315 BEC	CAD PAC	168 BEC	CompuTalk System Connector Kits	5670 WTC
Accountant, Inc./Network	315 BEC	CADMOVER	1612 BEC	Computer Paper & Film	917 BEC
Acknowledge!	1644 BEC	Calculator Construction Set	5522 WTC	Computer-Generated Giftware Items	1314 BEC
Acta	5524 WTC	Calculus	2018 BEC	ComputerEyes-Video Digitizer	550 BEC
ADB Mac'n Touch	5724 WTC	CALENDAR MAKER™	1810 BEC	ConcertWare+	308 BEC
ADBRIDGE	415 BEC	Canvas 2.0	336 BEC	ConcertWare+ MIDI	308 BEC
Advanced String Library	2018 BEC	CAPPS™	5503 WTC	CONSOI-DFD	5761 WTC
AffiniFile™	403 BEC	Capture	1606 BEC	CONSOI-ERM	5761 WTC
Algebra	2018 BEC	Carrying Cases	5162 WTC	CONSOI-LDM	5761 WTC
Allegro Common Lisp	314 BEC	Cash Ledger	5060 WTC	Cornerstone's™ Dual Page® Display	163 BEC
Alphabet Blocks	5052 WTC	CD-ROM SHAREWARE SOFTWARE	1106 BEC	Cornerstone's™ Single Page® Display	163 BEC
American Discovery	308 BEC	CENT36	436 BEC	Course Builder/Course Builder Color	337 BEC
Analog Connection Chrome	5534 WTC	CHIPendale	2018 BEC	Courseware for Live Macintosh Training	5245 BEC
Analog Connection M2	5534 WTC	Citadel	1500 BEC	CPUPWR	436 BEC
Analog Connection Quick Log	5534 WTC	Click Art® Business Images	1625 BEC	Cricket Device Drivers	1010 BEC
Analog Connection SE	5534 WTC	Click Art® Christian Images	1625 BEC	Cricket Draw	1010 BEC
Analog Connection Workbench	5534 WTC	Click Art® Effects	1625 BEC	Cricket Graph	1010 BEC
Ancient Art of War at Sea	5565 WTC	Click Art® EPS Illustrations	1625 BEC	Cricket Paint	1010 BEC
Andrew Tobias' MANAGING YOUR MONEY	624 BEC	Click Art® Holidays	1625 BEC	Cricket Pict-O-Graph	1010 BEC
Anti-Glare Magnification Screen	2116 BEC	Click Art® Laserletters	1625 BEC	Cricket Presents...	1010 BEC
APPLE II 6' Apple //c to Imagewriter II	436 BEC	Click Art® Letters 1	1625 BEC	Critter Editor 3.0	5520 WTC
APPLE II 6' Apple //c to Imagewriter II	436 BEC	Click Art® Letters 2	1625 BEC	Crystal Ball	551 BEC
APPLE BUSINESS	368 BEC	Click Art® Personal Graphics	1625 BEC	Crystal Paint	308 BEC
The Apple Technical Library	1806 BEC	Click Art® Publications	1625 BEC	Crystal Quest 3.0 (New Version)	5520 WTC
Applied Forecasting	2018 BEC	CLIENT/Mac	523 BEC	CT400H 50 Mbyte Blank Cassette Tape	436 BEC
ARCHITEXT	5655 WTC	Clients & Profits™ for Ad Agencies	608 BEC	CT500H 50MB-1/4"-Tape Cassette	436 BEC
Arithmetic	2018 BEC	Clip Animations	916 BEC	CT600H 60MB-1/4"-Tape Cassette	436 BEC
ARTFONTS	415 BEC	Clip Art Software	5056 WTC	The Curator	1415 BEC
Artisan, 1023 Pen Plotter	5025 WTC	Clip Charts	916 BEC	Cut Size Computer Paper	917 BEC
THE ARTROOM™	1316 BEC	Clip Sounds	916 BEC		
ATCONV	436 BEC	ClipShare	415 BEC		
AUTOSAVE DA	5041 WTC	CLUB STACK	1106 BEC		
Balance of Power	1500 BEC	CM600 Data Cartridge for T160 Series	436 BEC		

BEC indicates Bayside Exposition Center • WTC indicates World Trade Center

Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
CYBER NOTE	5822 WTC	Discs, Public Domain	155 BEC	Fast Lane	342 BEC
CYBER SCAN	5822 WTC	Disk Pack	1838 BEC	Fastback for the Macintosh	5024 WTC
Dac-Easy Light for the Macintosh User	2106 BEC	Disk Storage Boxes	5056 WTC	FastNet™ Intelligent Ethernet Controllers	5168 WTC
Daisywheel Printer Papers	917 BEC	Disk Valet	5666 WTC	FastPath	5221 WTC
THE DARKROOM™ CDROM-STOCK PHOTO LIBRARY	1316 BEC	Disk Wallets	5162 WTC		1736 BEC
DATADESK MAC-101 Keyboard	1016 BEC	Diskettes	5769 WTC	FastRack	5237 WTC
Data Desk Professional	5509 WTC	Diskexpress™	300 BEC	Fax Via Macs	5142 BEC
DataFrame30	1644 BEC	DiskFinder	1600 BEC	FaxPlus 444 BEC	
DataFrame XP30	1644 BEC	DiskFit	1644 BEC	The Fellowship of the Ring	1806 BEC
DataFrame XP60	1644 BEC	Disks/Holders	209 BEC	FILEMAKER 4	142 BEC
DataFrame XP60 + 40	1644 BEC	DiskTop™	1810 BEC	Film for Computer Printers	917 BEC
DataFrame XP60 + B	1644 BEC	Dot Matrix Printer Papers	917 BEC	Finale, MacDrums	5004 WTC
DataFrame XP105	1644 BEC	Double Helix II	5509 WTC	FirePower	546 BEC
DataFrame XP150	1644 BEC	Double Helix II MultiUser	5509 WTC	Flash & Match Flashcards	614 BEC
DataFrame XP150i	1644 BEC	DoubleColor™ Video Display Controller	5745 WTC	Flexware Database Development System	5741 WTC
DATA PAK	130 BEC	DOUBLETIME-16	360 BEC	Flexware Power Accounting	5741 WTC
DATA PAK duet	130 BEC	Douglas CAD/CAM	5227 WTC	FlowMaster	410 BEC
DATA PAK hd 40	130 BEC	Douglas Mac-Disk Duplicator	5227 WTC	Fluent Laser Fonts™	5570 WTC
DATA PAK hd 80	130 BEC	DrawArt™	544 BEC	Focal Point II	5104 WTC
DATA PAK hd 120	130 BEC	Drawing Table	5565 WTC	Font/DA Juggler™ Plus	300 BEC
DATA PAK hd 160	130 BEC	DrawingBoard Digitizer	5025 WTC	Fontshare	415 BEC
DATA SCAN	5655 WTC	DREAMS™	5112 WTC	Fontware	446 BEC
Data Stream	1644 BEC	DPT Advisor	5565 WTC	Foreman	415 BEC
DaynaFile	5240 WTC	DYNAMAC PORTABLE COMPUTER	5312 WTC	ForeRunner™	706 BEC
DaynaMail	5240 WTC	DynaPerspective	649 BEC	FRAME MAC	5538 WTC
DaynaNet	5240 WTC	EMAC-20D,40D,60D,91D	5652 WTC	Front Desk	5262 WTC
DB25MF 10' Serial Cable	436 BEC	EMAC-20DL,40DL,60DL,91DL	5652 WTC	Full Impact	1332 BEC
DB25MM 10' Serial Cable	436 BEC	EMAC-20ID,40ID,60ID,91ID	5652 WTC	Full Page Display	1916 BEC
dBASE Mac	1332 BEC	EMAC-20SE,40SE,60SE	5652 WTC	FullWrite Professional	1332 BEC
Decision Analysis: TreeAge (DA:TA)	568 BEC	EMAC-40/60DTL	5652 WTC	Gantt Maker	5041 WTC
Deja Vu	1500 BEC	EMAC-60/60DTL	5652 WTC	GeoQuery	5509 WTC
Deju Vu II-Lost in Las Vegas	5165 WTC	EMAC-60T	5652 WTC	Glare Guards	5162 WTC
DesignWorks	5319 WTC	EMAC-60TL	5652 WTC	GOfer	620 BEC
Designscope	5655 WTC	EMAC-FS102	5652 WTC	GoverNET™	5035 WTC
DeskPaint™	5265 WTC	EMAC-MD2400	5652 WTC	Grant Manager	650 BEC
Desktop 2100 CAD/CAM/Solids/FEM	555 BEC	EndNote-The Reference Assistant	650 BEC	GraphicWorks 1.1'	1500 BEC
Desktop Art Designers Club™	1633 BEC	Envelopes for Laser Printers	917 BEC	Grappler® C/MAC/GS	5261 WTC
Desktop Express™	612 BEC	The Equalizer5510 WTC		Grappler® LQ	5261 WTC
Desktop Help	5514 WTC	E.S.P™ E.XECUTIVE S.EARCH & P.LACEMENT	5452 WTC	Gray Scale Display	1916 BEC
Dietician™	300 BEC	EtherPort II	5221 WTC	Great Plains Accounting Series A/P	1830 BEC
Different Drummer	344 BEC		1736 BEC	Great Plains Accounting Series A/R	1830 BEC
Digit Art™ Volume I Misc.	1316 BEC	EtherPort SE	5221 WTC	Great Plains Accounting Series Ex. Adv.	1830 BEC
Digit Art™ Volume 2 Misc.	1316 BEC		1736 BEC	Great Plains Accounting Series G/L	1830 BEC
Digit Art™ Volume 3 Business EPSF	1316 BEC	EtherPort SEL	5221 WTC	Great Plains Accounting Series Inventory	1830 BEC
Digit Art™ Volume 4 People EPSF	1316 BEC		1736 BEC	Great Plains Accounting Series Network Mgr.	1830 BEC
Digit Art™ Volume 5 People EPSF	1316 BEC	EtherSC	5221 WTC	Great Plains Accounting Series Order Entry w/POS	1830 BEC
Digit Art™ Volume 6 Business & Industry EPSF	1316 BEC		1736 BEC	Great Plains Accounting Series Payroll	1830 BEC
Digit Art™ Volume 7 Maps EPSF	1316 BEC	Excellerate	5562 WTC	Great Plains Accounting Series Purchase Order	1830 BEC
Digit Art™ Volume 8 Misc.	1316 BEC	ExpanSE	604 BEC	GT/X	546 BEC
Digit Art™ Volume 9 Designer Elements	1316 BEC	ExpanSE	II 604 BEC	Helix VMX	5509 WTC
Digital Darkroom	1816 BEC	ExpanSE	Plus 604 BEC		
Dimensions™ Software	5224 WTC	Expressionist 2.05	668 WTC		
Discrete Mathematics	2018 BEC	Extend	451 BEC		
		Excel Training Kit	137 BEC		
		FALCON	5362 WTC		
		Fanfold Computer Paper	917 BEC		
		Fast Forms	1209 BEC		

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
HFS Backup	5338 WTC	Japanese Clip Art, "Heaven"	5822 WTC	MAC-101 ADB Keyboard	1016 BEC
HFS Navigator	5503 WTC	Jet Reader™ Sheetfed Scanner	5466 WTC	MAC-101 Keyboard	1016 BEC
The Hobbit	1806 BEC	JET: Julian Express		Mac-LFR/6	354 BEC
Hotttype™ Laser Fonts Set 1-6	1316 BEC	Teletypesetting	642 BEC	Mac'n Touch	5724 WTC
HP 7475A Graphics Plotter	5204 WTC	Jonathan CAD System	526 BEC	Mac + PC	151 BEC
HP 7750A Graphics Plotter	5204 WTC	K-Spool	5221 WTC	Mac + PC II	151 BEC
HP ColorPro Graphics Plotter	5204 WTC		1736 BEC	Mac + PC SE	151 BEC
HP DraftMaster I/II Plotter	5204 WTC	K-Talk AppleTalk protocols for UNIX	5221 WTC	MacAdapt™	1730 BEC
HP DraftPro Drafting Plotter	5204 WTC		1736 BEC	MACADIOS I & MACADIOS II	108 BEC
HP LaserJet Series II Printer	5204 WTC	K-Term	5221 WTC	MacBottom SCSI Hard Disk Drive	5338 WTC
HP PaintJet Color Graphics Printer	5204 WTC		1736 BEC	MacCables	643 BEC
HP ScanJet (MacJet Interface)	5204 WTC	KaleidoScan™	634 BEC	MacCad	1612 BEC
Hyper Mac Subjects	548 BEC	Keyboard Covers	5056 WTC	MacCalligraphy	5822 WTC
HyperAnimator	5052 WTC	KidsTime	308 BEC	MacCOGO	5538 WTC
HyperCard, A Video Tutorial	449 BEC	KIS Accounting	5872 WTC	MacCourses	342 BEC
HyperCard QuickStart: A Graphics Approach	569 BEC	KODAK DATASHOW HR/M Projection Pad	5643 WTC	MacDisk-Hard Disk Storage System	710 BEC
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IBMATL 10' to H.P. Laser Jet/Plotter	436 BEC	LAP-LINK Mac	5039 WTC	Machay 6' MAC + , SE, II, IIgs to Hayes Modem	436 BEC
IBMAY 10' PC/XT to Hayes Modem	436 BEC	LASEREDGE	268 BEC	MacI.D.	1612 BEC
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IBMPC8 8' Parallel Printer Cable	436 BEC	Laser Printer and Copier Toner Cartridge	162 BEC	Macintosh Bible, 2nd Edition	646 BEC
IBMPC10 10' Parallel Printer Cable	436 BEC	LaserPaint Color II	5528 WTC	Macintosh Bible Book/Disk Combination	646 BEC
ICON-IT!	415 BEC	LaserServer	5556 WTC	Macintosh Bible Disk	646 BEC
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InfoWorld	425 BEC	Lisa Computer	131 BEC	MacLink Plus/NBI	414 BEC
Ink Jet Papers	917 BEC	Loc	308 BEC	MacLink Plus/Translators	414 BEC
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Inside Out	1209 BEC	Logos On-Line	523 BEC	MacLink Plus/Wang VS	414 BEC
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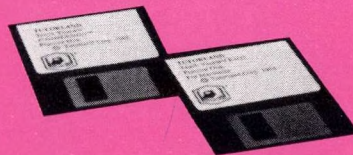
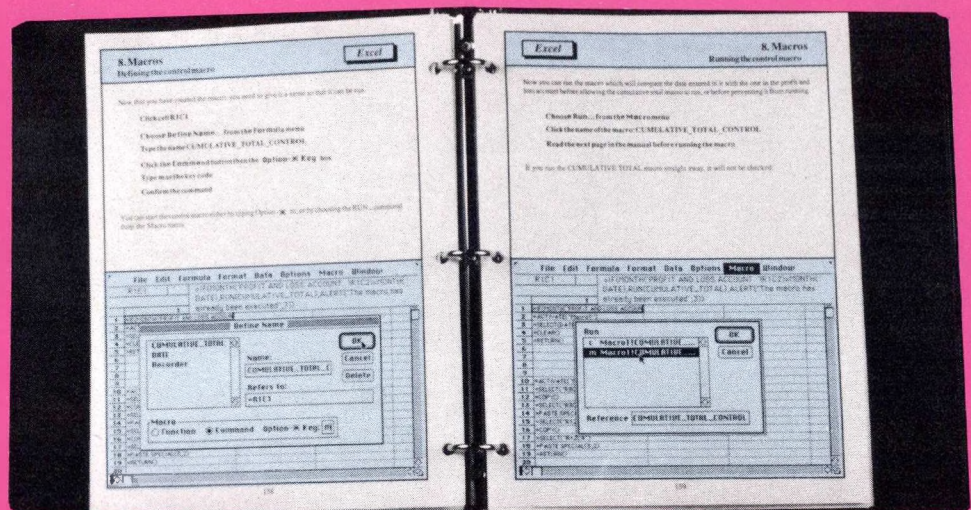
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—	—	—	3	HyperCard User Session: The HyperCard Users Report	—	—	—	40	The World of Macintosh Animation and Graphics
—	—	—	4	HyperCard Developer Session: Tips for Startups	—	—	—	41	Getting the Most Out of Workgroup Computing
—	—	—	5	Getting Started on Your Mac: Expanding Your Horizons	—	—	—	49	Getting Started with Databases
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—	—	—	7	Desktop Presentations Update, Part I: Conventional Media	—	—	—	51	Tips and Tools for Desktop Presentations
—	—	—	8	Getting Started in Desktop Publishing	—	—	—	52	The Developer's Tool Kit: Update on MPW and MacApp
—	—	—	9	What to Expect in CAD	—	—	—	59	The Future of HyperCard
—	—	—	10	The Mac Business Survival Guide	—	—	—	60	The Beginner's Guide to Word Processing
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MacProject II	5420 WTC	MASS PAK	130 BEC	Mousestick	5237 WTC
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Mariah	445 BEC	Miniature Circular DIN Connectors	5670 WTC	P.O.S./Mac	523 BEC
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Mass 50i	130 BEC	Mouse Pads	5056 WTC	PacerShare	2054 BEC
Mass 85e	130 BEC		5140 WTC	PAD LOK	130 BEC
Mass 85i	130 BEC			PageMaker, Individual Training for	614 BEC
Mass 100e	130 BEC			PageMakerTraining Kit	137 BEC
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Painted Macintosh cases	5064 WTC	PRO60 II/i 60mbyte internal mount 40 ms	436 BEC	Ram II: Memory Expansions for Macintosh	642 BEC
Paper & Film, Non Impact & Impact Printers	917 BEC	PRO80 II/i 80mbyte internal mount 26 ms	436 BEC	RamSnap™	5168 WTC
Payroll	5060 WTC	PRO100 SE/i 100mbyte internal mount 25 ms	436 BEC	READ-IT! OCR 2.0	415 BEC
PC MacTerm/pc ANYWHERE III	419 BEC	PRO100 SE/r 100mbyte rear mount 25 ms	436 BEC	READ-IT! for Thunderscan	415 BEC
PC Scan 1000	5120 WTC	PRO102K II/i 102mbyte internal mount 28 ms	436 BEC	ReadStar II Plus	616 BEC
PC Scan 2000	5120 WTC	PRO140K II/i 140mbyte internal mount 28 ms	436 BEC	Recital	2052 BEC
PC/MacNET™	5035 WTC	PRO150 II/i 150mbyte internal mount 16.5 ms	436 BEC	Reflex Plus: The Database Manager	5551 WTC
PCKYEX 6' Coiled Keyboard Ext., PC/XT/AT	436 BEC	PRO300 II/i 300mbyte internal mount 16.5 ms	436 BEC	RegisterName™ INIT	1412 BEC
PCPC II: Color Graphics Display System	5338 WTC	Pro-Cite for the Macintosh	5669 WTC	Relax Back-Up Power Source Series	5633 WTC
PCPC CGC/2 Color Graphics Card	5338 WTC	Probability Theory	2018 BEC	Relax Mac II Dual Drive Internal Series	5633 WTC
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Pearl Lisp	314 BEC	ProColor™	159 BEC	Relax Mini Mate Series	5633 WTC
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Physics	5565 WTC	PSKYEX 6' Coiled Keyboard Ext. for PS2	436 BEC	Rodime 20 PLUS	1922 BEC
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PICT Doctor	921 BEC	Public Domain/Shareware Software	1106 BEC	Rodime 60 PLUS	1922 BEC
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PRO20 II/i 20mbyte internal mount-85 ms	436 BEC	QuickKeys™	1810 BEC	SC20/A2S 20 mbyte Compact w/SCSI Card 85 ms	436 BEC
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PRO40 SE/i 40mbyte internal mount 29 ms	436 BEC	R-Server	5219 WTC	Scanmaster	2105 BEC
PRO40 SE/r 40mbyte rear mount 29 ms	436 BEC	Rack II: Ruggedized Macintosh II	642 BEC	Scanmaster/35	2105 BEC
PRO40 II/i 40mbyte internal mount 40 ms	436 BEC	Rack Plus: Rack Mount for Macintosh	642 BEC	Scientific Graphics Toolkit	2018 BEC
PRO45 SE/i 45mbyte internal mount 28 ms	436 BEC				

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65 ms	436 BEC	Spelling Coach 3.0	336 BEC	of Accounting	1806 BEC
SD20/A25 20 mbyte stackable		Spelling Coach Professional 3.0	336 BEC	Teach Yourself Hypercard	137 BEC
w/SCSI card 65ms	436 BEC	SPELLSWELL	5552 WTC	Teach Yourself Microsoft Excel	137 BEC
SD43 40 mbyte "MacStack		SPS-1.2/P 1.2 mbyte-basic		Teach Yourself Microsoft Word	137 BEC
System" 40 ms	436 BEC	system 16.5 ms	436 BEC	Teach Yourself Pagemaker	137 BEC
SD43/A25 29 mbyte stackable		SPS-150/P 150 mbyte-basic		TECHFONTS	1518 BEC
w/SCSI card 40ms	436 BEC	system 16.5 ms	436 BEC	TechScriber	1930 BEC
SD60/A25 20 mbyte stackable		SPS-300/P 300 mbyte-basic		TeleBridge	343 BEC
w/SCSI card 40ms	436 BEC	system 16.5 ms	436 BEC	TeleNode	5556 WTC
SD60 60 mbyte "MacStack		SPS-300/P/TS 300 mbyte-Plus		Tempo II™	403 BEC
System" 40 ms	436 BEC	Tape 16.5 ms	436 BEC	Terpsichore	308 BEC
SD80 80 mbyte "MacStack		SPS-600/P 600 mbyte-basic		TETRIS	5362 WTC
System" 26 ms	436 BEC	system-16.5 ms	436 BEC	TextScan™	634 BEC
SD102K 102 mbyte "MacStack		SPS-600/P/TS 600 mbyte-Plus		Thermal Transfer Papers	917 BEC
System" 28 ms	436 BEC	Tape 16.5 ms	436 BEC	Thermal Transparency Maker	160 BEC
SD140K 140 mbyte "MacStack		SPS-900/P 900 mbyte-basic		ThiNGi	5237 WTC
System" 28 ms	436 BEC	system 16.5 ms	436 BEC	Think'n Time 2.0	1606 BEC
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Shadowgate	1500 BEC	Tape 16.5 ms	436 BEC	THINK's Lightspeed C	5503 WTC
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SideKick: The Desktop		Statistics	2018 BEC	TMON Pro	5165 WTC
Organizer	5551 WTC	Statistics Program	401 BEC	TopDown™	5138 WTC
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Set	436 BEC	Suitcase	5024 WTC	TOPS/VMS	1022 BEC
SM020 22" AT Dual Floppy to		Sun 20 HD-Lisa Mac/XL	131 BEC	Touch Mouse	5724 WTC
Controller	436 BEC	Super 3D Enhanced	1816 BEC	TrafficWatch™	1412 BEC
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to Controller	436 BEC	SuperGlue	1415, 1417 BEC	TRAPEZE	804 BEC
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SmartForm Designer	5420 WTC	SuperMac 19" Greyscale Monitor	1644 BEC	TruScan TZ-3 digitizing	
SmartForm Manager	5420 WTC	SuperMac 19" Monochrome		scanners	5812 WTC
SmartScrap & The Clipper	1415, 1417 BEC	Monitor	1644 BEC	Trust and Betrayal: The Legacy	
SMASH HIT RAQUETBALL II	344 BEC	SuperMac 19" Trinitron Color		of Siboot	1500 BEC
SoftPC1906	BEC	Monitor	1644 BEC	TS-60/E 60 mbyte SCSI "Tape	
SoftView FormSet	5320 WTC	SuperPaint 2.0	1816 BEC	Stack" System	436 BEC
SoftView FormSystem	5320 WTC	SuperSpool	1644 BEC	TS-60/i "Add-in" 60 mbyte	
SOLITAIRE ROYALE	5362 WTC	SuperView II	1644 BEC	streaming tape 16.5 ms	436 BEC
SONAR Text Retrieval System	5625 WTC	SuperView SE	1644 BEC	Turbo Pascal & Toolboxes	5551 WTC
SONY DISKS	1106 BEC	SURGE PROTECTORS	1213 BEC	Turbo SE™	1730 BEC
Sorting & Searching Library	2018 BEC	Sweet JAM	820 BEC	TURBO TRACKBALL	447 BEC
SoundEdit™	1412 BEC	Swivel 3D	168 BEC	Two Page Display	1916 BEC
SPD-150 "Add-in" 150 mbyte		SX-150 150 mbyte-basic		Type!	5565 WTC
Expansion 16.5 ms	436 BEC	system 16.5 ms	436 BEC	TYPESETTING	5830 WTC
SPD-300 "Add-in" 300 mbyte		SX-300 300 mbyte-basic		TYPING INSTRUCTOR ENCORE	614 BEC
Expansion-16.5 ms	436 BEC	system 16.5 ms	436 BEC	uDisk High Speed Virtual Disk	660 BEC
Speciality Computer Paper & Film	917 BEC	Symantec Utilities for Macintosh	5503 WTC	uMail Electronic Mail	660 BEC
Spectrum/8	1644 BEC	TAGS, LABELS & CARDS	1600 BEC	Uninvited	1500 BEC
Spectrum/24	1644 BEC	Talking Tiles	5052 WTC		

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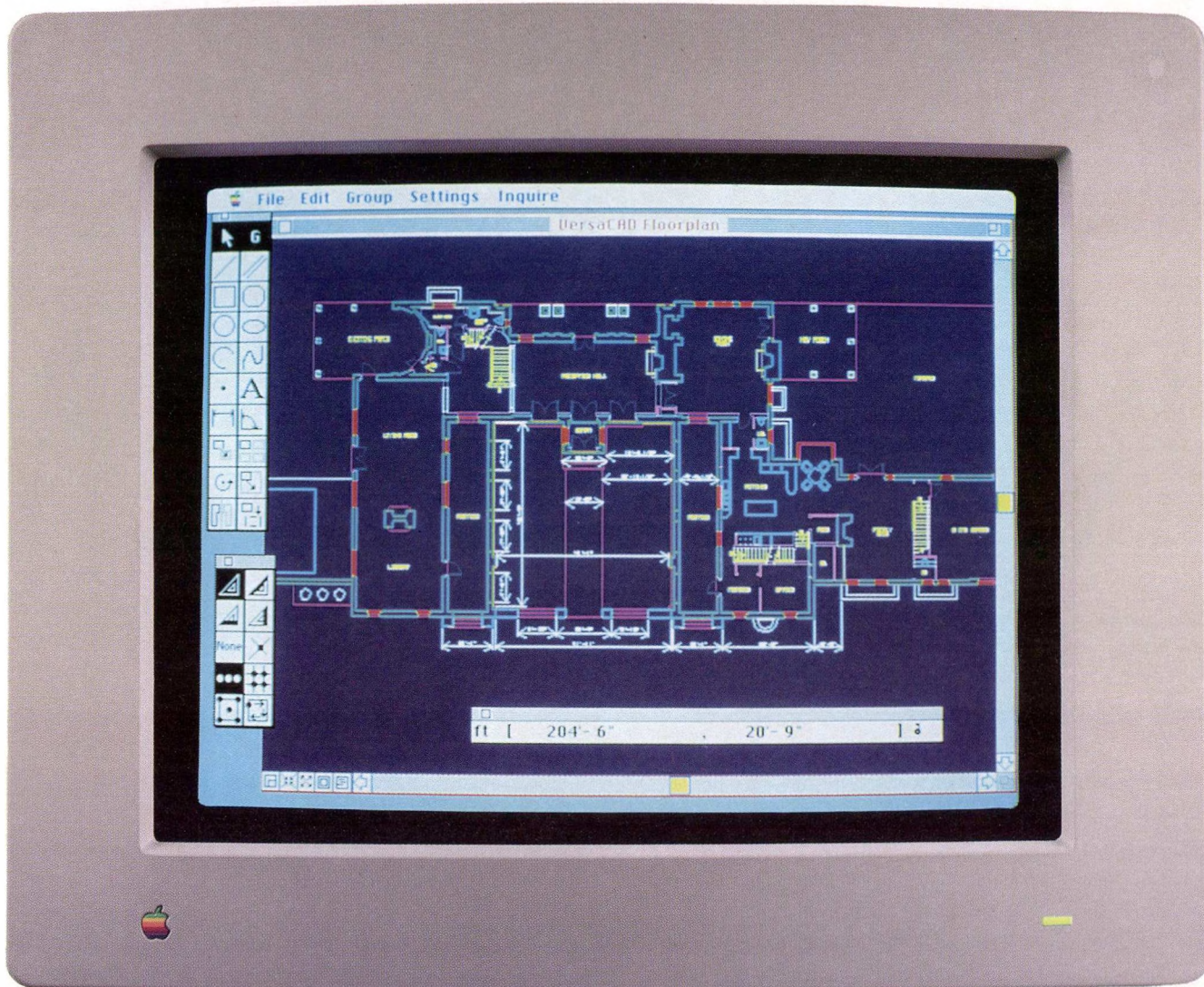
Product List



Product Name	Booth #
UpTime, The Disk Monthly	2118 BEC
User Guide Series	1835 BEC
uShare File Server	660 BEC
uShare PrintSpooler	660 BEC
uShare.oas Office Automation Connection Pkg.	660 BEC
uShare+ Distributed File Server	660 BEC
Using dBASE Mac	569 BEC
Using HyperCard: From Home to HyperTalk	569 BEC
Using Microsoft Word	569 BEC
Using Microsoft Works	569 BEC
Using WordPerfect:Mac Version	569 BEC
uTerm VT100 Terminal Emulation	660 BEC
Utility Programs for Developers	1413 BEC
VALUE/SCREEN Plus	5759 WTC
Varplan-Mac™	647 BEC
VersaCAD/Macintosh Edition	560 BEC
Video Builder	337 BEC
Video/SE genlock adapter	369 BEC
VideoPro	415 BEC
Videotrax	636 BEC
VideoWorks II	5565 WTC
VideoWorks II	916 BEC
VideoWorks II Accelerator	916 BEC
VideoWorks II HyperCard Driver	916 BEC
VideoWorks Interactive	916 BEC
Viking High Resolution Monitors	910 BEC
V.I.P. (Visual Interactive Programming)	1606 BEC
VISIMAC DISPLAYS	5770 WTC
VOLUME 10 DIGITART DESIGNER LETTERS	
Wall Street Commodities	5133 WTC
Wall Street Investor	5133 WTC
WetPaint: Classic Clip Art	5522 WTC
Where in the World is Carmen Sandiego?	5565 WTC
WHOLE EARTH CATALOG	5565 WTC
WILLMAKER 3.0	319 BEC
Wingz	5434 WTC
Word Finder	620 BEC
WORD TRAINING KIT	137 BEC
WORDPERFECT FOR THE MACINTOSH	5234 WTC
World Class Fonts: Volumes 1-6	5522 WTC
WriteNow for Macintosh	1625 BEC
ZBasic™	5265 WTC
Zeus	5034 WTC

NOTES:

The Standard.



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Business

1st Desk Systems, Inc.	5663 WTC
A&A Co., Ltd.	820 BEC
Abacus Concepts	2020 BEC
Access Technology, Inc.	804 BEC
Affinity Microsystems, Ltd.	403 BEC
Ashton-Tate	1332 BEC
Avalon Development Group	5662 WTC
Bede Tech	5056 WTC
Berkeley Systems Design, Inc.	442 BEC
Brainpower, Inc.	5655 WTC
CE Software	1810 BEC
Chang Laboratories	5128 WTC
Checkmark Software, Inc.	5060 WTC
Circo Business Solutions	5452 WTC
CLARIS	5420 WTC
Cognition Technology Corp.	1318 BEC
Cricket Software, Inc.	1010 BEC
Cypress Research Corp.	444 BEC
D2 Software, Inc.	2022 BEC
DAC Software	2106 BEC
Dayna Communications, Inc.	5240 WTC
Deneba Software, Inc.	336 WTC
Dow Jones & Co., Inc.	612 BEC
EDUCORP	1106 BEC
Flexware	5741 WTC
Great Plains Software	1830 BEC
Greene, Inc.	5520 WTC
Help Software, Inc.	5514 WTC
High Performance Systems, Inc.	1631 BEC
Imagine Software	515 BEC
Imagine That, Inc.	451 BEC
Information Presentation Technologies Inc.	660 BEC
Innovative Data Design, Inc.	5112 WTC
Inovatic, Inc.	616 BEC
Insignia Solutions	1906 BEC
Julian Systems	642 BEC
Kaetron Software Corp.	5138 WTC
Kent Marsh Ltd.	5404 WTC
Kevin J. Doyle, Computer Sys. Cnslt.	5452 WTC
Layered, Inc.	5262 WTC
MacOrchard Inc.	5211 WTC
MacProducts USA	5510 WTC
MacroMind, Inc.	916 BEC
Macropac International	5619 WTC
Mainstay	1606 BEC
Mansfield Systems, Inc.	1930 BEC
Market Engineering Corp.	551 BEC
Mediagenic	5104 WTC
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Micro Planning International	1621 BEC
Micro Pro International Corp.	5034 WTC
Microlytics, Inc.	620 BEC
Microsoft Corp.	5252 WTC
Nashoba Systems, Inc.	142 BEC

1106 BEC
1412 BEC

Communications

1st Desk Systems, Inc.	5663 WTC
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Greene, Inc.	5520 WTC
Imagine That, Inc.	451 BEC
Information Presentation Technologies Inc.	660 BEC
Macintosh Bible	646 BEC
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Market Engineering Corp.	551 BEC
Mediagenic	5104 WTC
Micro Dynamics Ltd.	5613 WTC
Nashoba Systems, Inc.	142 BEC

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Product List by Category

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
CLARIS	5420 WTC	SuperMac Technology	1644 BEC	Utilities	
Computer Shoppe/Engineered Software	1707 BEC	Symantec Corp.	5503 WTC	1st Aid Software, Inc.	610 BEC
Crickit Software, Inc.	1010 BEC	SystemOID, Inc.	5761 WTC	5th Generation Software	5024 WTC
Data Translation	5551 WTC	T/Maker Co.	1625 BEC	A.P.P.L.E. Co-op/MacA.P.P.L.E. & APDA	5019 WTC
Datacopy Corp.	5466 WTC	Tektronix	654 BEC	Addison-Wesley Publishing Co.	1806 BEC
Dayna Communications, Inc.	5240 WTC	True Basic, Inc.	2018 BEC	Affinity Microsystems, Ltd.	403 BEC
Deneba Software, Inc.	336 BEC	Twin Engine Bit Plane	445 BEC	Alpha Micro	636 BEC
Design Science, Inc.	542 BEC	VersaCad	560 BEC	ALSoft, Inc.	300 BEC
Desktop Graphics	544 BEC	Visual Information, Inc.	5224 WTC	Berkeley Systems Design, Inc.	442 BEC
DEST Corp.	5120 WTC	ZEDCOR, Inc.	5265 WTC	Boston Computer Society	1630 BEC
Dow Jones & Co., Inc.	612 BEC	Personal Business/Home		CE Software	1810 BEC
Dream Maker Software	350 BEC	Affinity Microsystems, Ltd.	403 BEC	Computer Shoppe/Engineered Software	1707 BEC
Dubl-Click Software, Inc.	5522 WTC	Boston Computer Society	1630 BEC	Deneba Software, Inc.	336 BEC
Dynamic Graphics, Inc.	1633 BEC	Broderbund Software, Inc.	5565 WTC	Dove Computer Corp.	5168 WTC
Dynaware Corp.	649 BEC	CE Software	1810 BEC	EDUCORP	1106 BEC
EDCO Services, Inc.	818 BEC	Chang Laboratories	5128 WTC	Gimeor S.A.	824 BEC
EDUCORP	1106 BEC	CheckMark Software, Inc.	5060 WTC	Greene, Inc.	5520 WTC
Emerald City Software	1108 BEC	CLARIS	5420 WTC	Help Software, Inc.	5514 WTC
Enzan-Hoshigumi Co., Ltd.	5822 WTC	Cognition Technology Corp.	1318 BEC	ICOM Simulations, Inc.	5165 WTC
Gimeor S.A.	824 BEC	CompServCo	1612 BEC	Information Presentation Technologies Inc.	660 BEC
Great Wave Software	308 BEC	DAC Software	2106 BEC	Insignia Solutions	1906 BEC
Hewlett-Packard Co.	5204 WTC	Dayna Communications, Inc.	5240 WTC	Kent Marsh Ltd.	5404 WTC
Image Club Graphics, Inc.	1316 BEC	Dream Maker Software	350 BEC	Macintosh Bible	646 BEC
Informix Software, Inc.	5604 WTC	EDCO Services, Inc.	818 BEC	MacOrchard, Inc.	5211 WTC
Innovative Data Design, Inc.	5112 WTC	EDUCORP	1106 BEC	MacTutor	1413 BEC
Inovatic, Inc.	616 BEC	Greene, Inc.	5520 WTC	Magic Software, Inc.	5041 WTC
Insignia Solutions	1906 BEC	Julian Systems	642 BEC	Mainstay	1606 BEC
Interleaf, Inc.	500 BEC	Macintosh Bible	646 BEC	Mansfield Systems, Inc.	1930 BEC
Julian Systems	642 BEC	MacOrchard, Inc.	5211 WTC	Mass Micro Systems	130 BEC
Kaetron Software Corp.	5138 WTC	MacProducts USA	5510 WTC	Microspot	1612 BEC
Kandu Software Corp.	1612 BEC	MacroMind, Inc.	916 BEC	Olduvai Software, Inc.	415 BEC
Kingsley/ATF Type Corp.	141 BEC	MECA Ventures, Inc.	624 BEC	Orange Micro, Inc.	5261 WTC
Kroy Inc.	5233 WTC	Mediagenic	5104 WTC	Palomar Software, Inc.	921 BEC
Laserware Inc.	5528 WTC	Nolo Press	319 BEC	Paragon Concepts, Inc.	1518 BEC
MacOrchard, Inc.	5211 WTC	Olduvai Software, Inc.	415 BEC	Personal Computer Peripherals Corp.	5338 WTC
MacProducts USA	5510 WTC	Personl Training Systems	5562 WTC	Relax Technology	5633 WTC
MacroMind, Inc.	916 BEC	Personal Writer, Inc.	1838 BEC	Shana Enterprises	1209 BEC
Mainstay	1606 BEC	PMC Telesystems	339 BEC	Siclone Sales & Engineering Corp.	1730 BEC
Mansfield Systems, Inc.	1930 BEC	Prism Technologies, Inc.	549 BEC	Stellar America, Inc.	5769 WTC
Mediagenic	5104 WTC	Pro Plus Software, Inc.	5133 WTC	SuperMac Technology	1644 BEC
Micro Dynamics, Ltd.	5613 WTC	Shana Enterprises	1209 BEC	Symantec Corp.	5503 WTC
Micro Pro International Corp.	5034 WTC	Softsync	315 BEC	Symmetry Corp.	5524 WTC
Microsoft Corp.	5252 WTC	SoftView	5320 WTC	Traveling Software	5039 WTC
Microspot	1612 BEC	Stellar America, Inc.	5769 WTC	True Basic, Inc.	2018 BEC
Mindscape, Inc.	1500 BEC	Survivor Software, Ltd.	911 BEC	Twin Engine Bit Plane	445 BEC
New Image Technology, Inc.	634 BEC	TreeAge Software	568 BEC	Virginia Systems Software	5625 WTC
Olduvai Software, Inc.	415 BEC	UpTime, The Disk Monthly	2118 BEC	Williams & Macias	1600 BEC
Palomar Software, Inc.	921 BEC	Value Line, Inc.	5759 WTC	Microcomputer Products	5265 WTC
Paracomp	168 BEC			ZEDCOR, Inc.	
Personal Training Systems	5562 WTC				
Personal Writer, Inc.	1838 WTC				
Quark, Inc.	5012 WTC				
RasterOps Corp.	5304 WTC				
Select Micro Systems, Inc.	401 BEC				
Siclone Sales & Engineering Corp.	1730 BEC				
Silicon Beach Software, Inc.	1816 BEC				
Software Complement	523 BEC				
Solutions International	1415 BEC				
Stellar America, Inc.	5769 WTC				

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Product List by Category

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Product List by Category

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Personal Computer Peripherals Corp.	5338 WTC	Kinetics, Inc.	5221 WTC & 1736 BEC	Madson Line	5162 WTC
Priam Corp.	710 BEC	Lasergraphics	354 BEC	MicroTouch Systems, Inc.	5724 WTC
Relax Technology	5633 WTC	MacOrchard, Inc.	5211 WTC	Monster Cable	643 BEC
Rodime, Inc.	1922 BEC	Matrix Instruments	159 BEC	Panamax	1213 BEC
Second Wave, Inc.	604 BEC	MicroTouch Systems, Inc.	5724 WTC	Pre-Owned Electronics, Inc.	1907 BEC
Stellar America, Inc.	5769 WTC	Monster Cable	643 BEC	Relax Technology	5633 WTC
SuperMac Technology	1644 BEC	Olduvai Software, Inc.	415 BEC	Second Wave, Inc.	604 BEC
Tecmar, Inc.	5659 WTC	Orange Micro, Inc.	5261 WTC	Sher-Mark Products, Inc.	2116 BEC
Western Digital	716 BEC	Panamax	1213 BEC	Williams & Macias Microcomputer Products	1600 BEC
		Para Systems	409 BEC		

Modems

Abaton	5628 WTC
Alpha Micro	636 BEC
Cypress Research Corp.	444 BEC
Everex Systems	5652 WTC
MacOrchard, Inc.	5211 WTC
Personal Computer Peripherals Corp.	5338 WTC
Prometheus Products, Inc.	547 BEC
Semaphore Corp.	5142 WTC
Shiva Corporation	343 BEC
Solana Electronics	5219 WTC
Stellar America, Inc.	5769 WTC

Printers/Printer Accessories

BDT Products	321 BEC
Bede Tech	5056 WTC
Calcomp	5025 WTC
DataSpace Corp.	5556 WTC
General Computer Corp.	1706 BEC
Hewlett-Packard Co.	5204 WTC
Laser Charge	162 BEC
MacOrchard, Inc.	5211 WTC
Mass Micro Systems	130 BEC
Stellar America, Inc.	5769 WTC
Tektronix	654 BEC
Texas Instruments	400 BEC

Miscellaneous

3M-Audio Visual Division	160 BEC
Abaton	5628 WTC
AESP, Inc.	5670 WTC
Aesthetics Technology	5064 WTC
Bede Tech	5056 WTC
Computer Giftware	1314 BEC
DataDesk International	1016 BEC
DataSpace Corp.	5556 WTC
Dayna Communications, Inc.	5240 WTC
Dynamac Computer Products, Inc.	5312 WTC
Farallon Computing	1412 BEC
Hewlett-Packard Co.	5204 WTC

Product Name	Booth #
Kinetics, Inc.	5221 WTC & 1736 BEC
Lasergraphics	354 BEC
MacOrchard, Inc.	5211 WTC
Matrix Instruments	159 BEC
MicroTouch Systems, Inc.	5724 WTC
Monster Cable	643 BEC
Olduvai Software, Inc.	415 BEC
Orange Micro, Inc.	5261 WTC
Panamax	1213 BEC
Para Systems	409 BEC
Personal Writer, Inc.	1838 BEC
Pre-Owned Electronics, Inc.	1907 BEC
Relax Technology	5633 WTC
Second Wave, Inc.	604 BEC
Siclone Sales & Engineering Corp.	1730 BEC
Sun Remarketing	131 BEC
Tektronix, Inc.	654 BEC
TPS Electronics	5564 WTC
Tri-Data Systems, Inc.	648 BEC

Accessories

Disks/holders

Bede Tech	5056 WTC
C.I. Tech International, Inc.	209 BEC
EDUCORP	1106 BEC
MacOrchard, Inc.	5211 WTC
Madson Line	5162 WTC
MicroStore, Inc.	1709 BEC
RamStar Group, Inc.	5666 WTC
Stellar America, Inc.	5769 WTC

Miscellaneous

Advanced Gravis Comp. Tech. Ltd.	5237 WTC
AESP, Inc.	5670 WTC
Aesthetics Technology	5064 WTC
Asher Engineering Corporation	447 BEC
Avery	5638 WTC
BDT Products	321 BEC
C.I. Tech International, Inc.	209 BEC
CG Graphics Arts Supply, Inc.	268 BEC
Computer Expressions	110 BEC
Computer Giftware	1314 BEC
Data Pad Corp.	5140 WTC
DataDesk International	1016 BEC
Douglas Electronics	5227 WTC
E-Machines, Inc.	5745 WTC
Ergotron, Inc.	1206 BEC
I/O Design, Inc.	1312 BEC & 5329 WTC
Iomega	711 BEC
James River Corp. Electronic Imaging Division	917 BEC
Kensington Microwave Ltd.	1636 BEC
MacOrchard, Inc.	5211 WTC

Product Name	Booth #
Madson Line	5162 WTC
MicroTouch Systems, Inc.	5724 WTC
Monster Cable	643 BEC
Panamax	1213 BEC
Pre-Owned Electronics, Inc.	1907 BEC
Relax Technology	5633 WTC
Second Wave, Inc.	604 BEC
Sher-Mark Products, Inc.	2116 BEC
Williams & Macias Microcomputer Products	1600 BEC

Microprocessors/CPUs

Microprocessors/CPU's

Day Star Digital, Inc.	2104 BEC
Dynamic Computer Products, Inc.	5312 WTC
Farallon Computing	1412 BEC
Julian Systems	642 BEC
SuperADD Computer Products, Inc.	369 BEC
Texas Instruments	400 BEC

Miscellaneous

Mail Order

A.P.P.L.E. Co-op/MacA.P.P.L.E. & ADPA	5019 WTC
AdvenTech	1835 BEC
Bede Tech	5056 WTC
Computer Giftware	1314 BEC
Computer Ware	1940 BEC
EDUCORP	1106 BEC
MacConnection	1540 BEC
Macintosh Bible	646 BEC
Macintosh Horizons	5023 WTC
MacOrchard, Inc.	5211 WTC
MacProducts USA	5510 WTC
Pre-Owned Electronics, Inc.	1907 BEC
Traveling Software	5039 WTC

Publications

A.P.P.L.E. Co-op/MacA.P.P.L.E. & APDA	5019 WTC
Addison-WesleyPublishing Co.	1806 BEC
AdvenTech	1835 BEC
Computer Giftware	1314 BEC
EDCO Services, Inc.	818 BEC
Howard V. Sams & Co.	5566 WTC
Hyperlink Magazine	157 BEC
InfoWorld	425 BEC
MACazine	508 BEC
MacGuide Magazine	536 BEC
Macintosh Bible	646 BEC

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Product List by Category

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Macintosh Business Review	461 BEC
Macintosh Horizons	5023 WTC
MacTutor	1413 BEC
MacUser Magazine/ Ziff Davis Pub.	1530 BEC
MacWEEK	460 BEC
MBJ MacBusiness Journal	422 BEC
Menu	5660 WTC
Nolo Press	319 BEC
Personal Publishing Magazine	454 BEC
Pointer Publications	548 BEC
Que Corp.	569 BEC
Redgate Comm. Corp.	5330 WTC
Scott, Foresman and Co. Professional Books Grp.	5228 WTC
UpTime, The Disk Monthly	2118 BEC

Retailer

A.P.P.L.E. Co-op/MacA.P.P.L.E. & APDA	5019 WTC
Computer Giftware	1314 BEC
Computer Ware	1940 BEC
EDCO Services, Inc.	818 BEC
EDUCORP	1106 BEC
Informix Software, Inc.	5604 WTC
MacOrchard, Inc.	5211 WTC

Services

3M-Audio Visual Division	160 BEC
A.P.P.L.E. Co-op/MacA.P.P.L.E. & APDA	5019 WTC
AESP, Inc.	5670 WTC
Aesthetics Technology	5064 WTC
Computer Giftware	1314 BEC
DisCopyLabs	645 BEC
Julian Systems	642 BEC
Laser Charge	162 BEC
Menu	5660 WTC
National Association of Dsktp. Pub.	5029 BEC
Pre-Owned Electronics, Inc.	1907 BEC
Voice & Video	449 BEC

User Groups

A.P.P.L.E. Co-op/MacA.P.P.L.E. & APDA	5019 WTC
BMUG	1701 BEC
Boston Computer Society	1630 BEC
CompuServe	5804 WTC
Computer Giftware	1314 BEC
EDUCORP	1106 BEC
Gimeor S.A.	824 BEC
Macintosh Horizons	5023 WTC
NYMUG	155 BEC

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Caxton Roman Bold

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CHROMIUM ONE

Commercial Script

Compacta

Compacta Italic

Compacta Bold

Corinthian Light

Corinthian Medium

Corinthian Bold

Corinthian Extra Bold

Crillie Italic

Crillie Extra Bold Italic

Demian

FRANKFURTER

Frankfurter Medium

Freestyle Script

Gillies Gothic Extra Bold Shaded

Harlow

Harlow Solid

Helvetica Medium Condensed

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Premier Lightline

PREMIER Shaded

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Romic Medium

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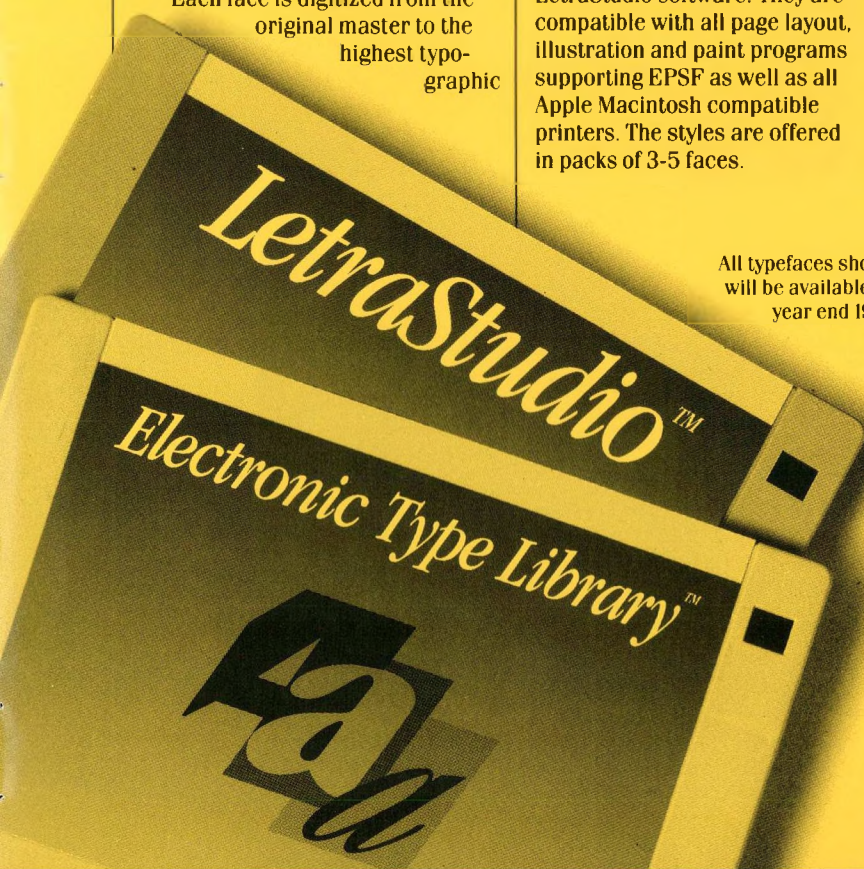
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